

## Tracey D. Campbell, CEO, BRIDGE Healthcare Partners, LLC

### **CEO of healthcare tech company propelling positive growth strategy, cybersecurity, compliance, risk management and governance.**

Tracey Campbell is a successful, intentionally inclusive, healthcare information technology, cyber security, and risk management CEO. Tracey implements performance-driven strategy with startup and early-stage companies through diversity of thought, curiosity and effective collaboration.

Tracey built consensus with investors to successfully execute new company governance. Led the navigation of the separation and buyout of a significant shareholder while maintaining and continuing the business relationship with that shareholder.

Tracey drove the company to profitability within 17 months, consistently grew revenue and clients for five years, and planned and directed a comprehensive enterprise risk management strategy resulting in zero cyber intrusions for any client over five years in the healthcare information technology industry.

Prior to BRIDGE, Tracey held multiple senior executive roles at healthcare IT tech startups successfully monetizing data, technology, software and services disrupting the transparency of healthcare value, quality, and cost.

#### ***Board Experience***

St. Elizabeth's School, 10 years, Board of Trustee, Chair of Development Committee led and exceeded a \$1 million annual campaign raise

Former President of Colorado Chapter of Healthcare Information and Management Systems Society (HIMSS)

#### ***Board Director core competencies: growth strategy, governance, risk management, & cybersecurity:***

- Ability to balance innovation and risk in cybersecurity, healthcare compliance, IT, insurance
- Builds trust with and between Board members and management to progress the strategic plan
- Drives governance compliance and strengthens relationships through collaboration between Board, management, investors, and outside counsel
- Anticipates future needs, risks, and opportunities to ensure sustainability and growth
- Collective engagement and input for strategic decision-making including solving challenges and creating solutions by trusting & respecting different perspectives

[Camptrace0215@gmail.com](mailto:Camptrace0215@gmail.com)

303.885.8428

[LINKEDIN.COM/IN/camptrace0215](https://www.linkedin.com/in/camptrace0215)



#### **CEO**

BRIDGE Healthcare  
Partners, LLC  
2017 – 2022  
\$8.5M

#### **VP of Business Development**

Center for Improving Value  
in Healthcare (CIVHC)  
2012-2017  
\$5M

#### **Director, Sales & Business Development**

Numera.com  
2006-2012  
Pure tech, data  
connectivity startup

#### **Director of Business Development**

HealthTrio.com  
2000-2006  
Disruptive Software-as-a-  
Service provider startup

#### **Director of Business Development**

Inteck  
1998-2000  
Healthcare consulting

#### **Education**

University of Kansas  
Bachelor of Science