**ROBERT FELDMAN, CEO OF CORONA CONSULTING LLC**

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**Summary:** Experienced health care executive and consultant. Record of strategic leadership. Proven results in financial performance, service excellence, and creating industry leading teams.

**Education:**

Master of business administration 1983

**University of California at Berkeley, Haas School of Business**

Bachelor of arts- Biochemistry cum laude 1978

Bachelor of arts- Philosophy cum laude 1978 (Dual major)

**University of California at Santa Cruz**

**Consulting and Career Highlights:**

* CFO of Sonoma Valley Hospital—led critical financial turn-around
* Consultant/Executive Director of Washington Outpatient Surgery Center—delivered results of operational excellence, growth and outstanding profit in a free-standing Ambulatory Surgery Center
* Consultant/Interim CEO for Desert Orthopedics—CEO for the ortho clinic that is the official medical provider to the US Ski Team and US Snowboard Team
* Consultant to Pacific Gynecologic Specialists—provided strategic and managed care consulting to the gynecologic oncology physicians in the Patricia and Roy Disney Family Cancer Center
* Consultant to San Jose Medical Group—developed managed care strategies and innovations that delivered outstanding results
* American Red Cross--Board Chair for Blood Services in N. Cal., Board Chair for Pacific Service Area

**Professional Experience:**

CEO

**Corona Consulting-Auburn CA (1992-present)**

Provide strategic consulting services to: medical groups, hospitals, health plans, and medical device firms. Led financial turnarounds for hospitals and clinics. Developed hundreds of managed care agreements. Served as interim CEO and CFO for hospitals and medical groups. Coached teams to high performance levels.

Director of managed Care

**San Jose Medical Group (1993-1995)**

Member of Management Committee, responsible for development and negotiation of managed care revenue contracts for over 100,000 capitated lives. Led growth, increased valuation of medical group.

Executive Director

**Cupertino Medical Center-Cupertino CA (1992-1993)**

Executive for a primary/urgent care community clinic; responsible for physician recruitment, marketing, finance and operations. Negotiated strategic alliance with San Jose Medical Group.

Vice president

**Innovative Cost Management Services-San Jose CA (1989-1992)**

Designed employee health benefit programs for major corporations and union trust funds.

Director of managed care

**O'Connor Health Services/Daughters of Charity-San Jose CA (1985-1989)**

Developed all managed care contracts. Negotiated all rates and terms. Developed one of the areas largest IPAs.

Health care Management Consultant

**Ernst & Young (previously Ernst & Whinney)-San Francisco CA (1983-1985)**

Specialized in budgeting and capital planning for hospitals and joint venture medical projects.