



Angela Rose Warman

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angelawarman

CHIEF STRATEGY OFFICER (CSO)

Expert Business Strategist with over two decades of go-to-market, business development and healthcare marketing experience. Create successful go-to-market strategies and forge valuable partnerships to help businesses achieve significant results. Execute innovative strategic plans to achieve brand awareness, business objectives and connect businesses with their customers. Proven record of generating new business, developing valuable partnerships, designing, and implementing cost-saving initiatives, and consistently exceeding goals.

PROFESSIONAL EXPERIENCE

2023 ANGELA ROSE CONSULTING

Hinsdale, Illinois

Independent business strategy and consulting firm offering services to small and mid-sized wellness businesses.

Owner/Founder

Provide strategic business consulting services to aid business owners define objectives and measures aligned with achieving company goals. Develop comprehensive business and marketing plans to cultivate new business for clients within niche markets. Lead operational streamlining and process improvements to drive revenue growth, increase efficiency, and bottom-line profit. Perform market research and build strong business alliances. Create short-term and long-term vision and plan implementation. Advise key client on go-to-market strategy for new market entry into the chiropractic industry. Led the design and current execution of the exit strategy for well-known client in the wellness industry.

Notable Achievements

- Increased annual revenue \$100K for key client in less than 12 months, driving 20% increase.
- Preserved \$75K in perceived lost client income by revamping business to maximize tax benefits.

2019 - 2023 TVG - MEDULLA, LLC (Chiro One Wellness Centers)

Oakbrook, Illinois

Largest privately held chiropractic clinic company with over 140 offices nationwide.

Business Development Director

Key contributor in company expansion by leading all aspects of the relationship management and deal sourcing life cycle including identifying, qualifying, and shepherding potential targets through the acquisition process. Developed and executed strategic plan to attract potential targets within Pacific Northwest, Alaska, and Midwest territory. Spearheaded and led technical buildout of sales management in Salesforce and managed acquisition data room. Cultivated market and industry relationships resulting in 8 new strategic partnerships.

Notable Achievements

- Opened Seattle and Alaska markets, acquiring over 15 new clinics in 18 months, resulting in a \$15M+ increase in company revenue.
- Planned and led 100+ in-person meetings with potential sellers looking for acquisition opportunities.
- Sourced and closed multi-unit 5 clinic acquisition.
- Generated \$4M in acquisition EBITDA in 2022. (Out of team total of \$8.1M EBITDA).

2009 -2018

CHIROTOUCH

San Diego, California

Largest chiropractic EHR software company servicing over 14,000 offices worldwide.

Business Relationship Director / Business Development Director

Forged new relationships and built high performing alliance program, strategic partnerships and lead generation programs with key industry leaders growing the company from 400 to over 14,000 clients in less than 10 years. Advised CEO and senior management on go-to-market strategies, technical integrations, and new revenue streams resulting in over \$10M annual recurring revenue. Created and implemented comprehensive marketing campaigns generating steady streams of leads and sales using Salesforce, Hubspot, Pardot and Citrix. Identified and prioritized strategic opportunities including new product/feature development.

Notable Achievements

- **Generated over \$10M annual recurring revenue and hundreds of referrals, leads and sales year-over-year** by spearheading top-level Alliance program comprised of 85+ industry leaders.
- **Drove over 1,200 net new leads per year.** Proactively developed, promoted, and hosted over 450 webinars, resulting in increasing brand awareness and lead generation.
- **Amassed over 2,500 subscribers in less than 6 months** by developing and launching industry leading, content rich membership-based website.

2004 - 2014

NEXLEV CHIROPRACTIC / EXPERIENCE CHIROPRACTIC

Arizona / Illinois

Multi-location, multi-state provider of chiropractic care and wellness services with annual revenue of more than \$600K.

Business Manager & Marketing Director

Established and executed business and marketing plans to drive growth and operational performance. Managed company communication outreach with clients, partners, and community to generate steady stream of new clients. Identified and reported operational KPIs and actionable intelligence. Worked with finance team to manage company financial statements. Led a 7-person team including 2 doctors and 5 direct reports. Provided strategic and financial planning for move to Chicago and opening a new business.

Notable Achievements

- **Increased client base by 35% and boosted product sales by 150%** through execution of strategic marketing campaigns.
- **Assisted with business closure in Phoenix and establishing new business in Chicago.**

2002 - 2004

CHIROPRACTIC LEADERSHIP ALLIANCE

New Jersey / California

Medical equipment and software manufacturer serving chiropractic clinics worldwide with over \$6M in annual sales.

Sales Consultant

Performed consultative sales calls to chiropractors. Negotiated sales terms and conducted post-sales support activities. Developed sales funnel, forecasted sales metrics, and provided statistical analysis to management. Generated new leads through building strong relationships, expanding referral network, and conducting various prospecting activities. Managed regional trade show participation.

Notable Achievements

- **Expanded new client base by 50% (\$700K closed sales)** in the NY / NJ market during second year with firm.
- **Advised more than 500 chiropractors on specific business and marketing success strategies,** resulting in increased revenue and brand awareness.

EDUCATION

Bachelor of Business Administration in Marketing and International Business
Marquette University, Milwaukee, Wisconsin

Coursework in European Business Strategy
University of the Faculty of Saint Ignatius, Antwerp, Belgium

Columbia Business School Executive Education
Certificate in Mergers and Acquisitions (Online), January 2023

COMMUNITY INVOLVEMENT

2014 -2018 **Hinsdale Juniors Women's Club, Member**
Co-Chair International Committee 2016 - 2018