Eli Brodsky, MBA

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Executive professional with an MBA and substantial experience in information technologies, marketing, and healthcare strategy. Demonstrated history of successful execution of strategic initiatives, innovation implementation, and change management. Commitment to data-driven decision making for the attainment of operational excellence. Goal and vision-driven team player with cross-industry international business experience.

KEY SKILLS AND CAPABILITIES

- Strategy, Planning as well as Risk and Project Management
- Business Development, Digital Marketing & Sales Support
- Financial Analysis, Estimates and Projections
- Management, Process Optimization and Operational Effectiveness
- Implementation of technology and software solutions
- Healthcare and Life Sciences Data Management, Bioinformatics & Healthcare Analytics
- Management of Software Development Processes and Teams
- Healthcare Credentialing and Onboarding
- Workforce Development, Recruitment & Training

WORK EXPERIENCE

ASCENSION HEALTH - DEPAUL COMMUNITY HEALTH CENTERS

Business Development Executive (Industry: Health Care)

December 2022 - Present, New Orleans, LA

- Orchestrated streamlined operations across 11 clinics and 26 schools, integrating value-based contracts and metrics for healthcare providers.
- Collaborated with the executive team to assess strategic opportunities, develop project plans, and report on key performance indicators (KPIs) with a focus on leveraging Medicare and Medicaid standards.
- Led the implementation of data governance initiatives to fortify data security, ensuring accurate reporting and compliance with evolving standards.
- Enhanced data management capabilities across multiple EHRs, employing Tableau Dashboards and Azara DRVS for comprehensive reporting.
- Specialized in analytical dashboard development, project management, credentialing, healthcare analytics, data security, and financial assessment.
- Spearheaded strategic growth initiatives for Federally Qualified Health Centers (FQHCs), aligning with developing standards in Medicare and Medicaid.
- Applied a robust technology stack, including eCW, QS/1, Dentrix, Officemate, Azara, MS Dynamix, Tableau, Tableau Server, MS Power BI, Python, and MS Project.

PINE BIOTECH, INC.

Co-founder & CEO (Industry: Life Sciences)

2014 – 2022, New Orleans, LA, Boston, MA

- Raised over $1 million in startup capital from private and corporate investors.
- Secured federal agency grants (USDA, NIH, DoD/DARPA, NSF) for life-science data analytics and educational business development.
- Developed compelling customer case studies, financial projections, and product presentations.
- Achieved profitability with an annual growth rate exceeding 150% YoY.
- Managed project proposals with budgets exceeding $1 million, including federal grants and academic grant subcontracts.

- Collaborated with academic research institutions (UCSF, Stanford, Boston University, LSU, Tulane) and pharmaceutical companies.
- Organized and led research studies and Key Opinion Leader (KOL) events on bioinformatics, machine learning, and biomedical research.
- Successfully launched three products in international markets (US, India, Nigeria, Brazil).
- Oversaw recruitment and training of marketing and software development teams for global product commercialization.

METHENA
Product Development Advisor (Industry: Education, Technology)
2022 – 2023, San Francisco, CA
- Advised the CEO and founder, playing a pivotal role in strategic planning and Series A fundraising preparation.
- Innovated by introducing solutions in sentiment analysis, natural language processing (NLP), and developing a predictive model using proprietary and public domain higher education data.
- Identified strategic targets and key performance indicators (KPI) for investor engagement.
- Led the development of platform prototypes for video sentiment analysis and voice transcription.
- Successfully recruited and trained a software development team for proof-of-concept (POC) development.
- Managed a software development team to prepare for customer demonstrations.

GEORGETOWN UNIVERSITY SCHOOL OF MEDICINE
Course Author & Instructor (Academic / Teaching)
2019 – 2022, Washington D.C.
- Authored and instructed the graduate Systems Medicine Program course, "Machine Learning for Biomedical Data" under Dr. Sona Vasudevan.
- Developed a project-based 3-credit course emphasizing workforce-ready skills in data analytics, Python programming, and their applications in medical and life science research.
- Utilized Python and Scikit to cover topics such as data preparation, exploratory analysis, unsupervised and supervised machine learning, and deep learning.
- Prepared engaging project examples and case studies for class exercises and assignments.
- Mentored 10-20 graduate students annually, guiding them through bioinformatics and data science projects.

OTHER EXPERIENCE AND ACCOMPLISHMENTS:
THE IRON NETWORK LLC (OWNER, DIGITAL MARKETING EXPERT 2012 – 2015 GULFPORT, MS)
- Founded and led a successful digital marketing agency focusing on technology startups and small to medium-sized businesses.
- Expanded the team to over 20 members, overseeing marketing, software engineering, and business development departments.
- Established profitable partnerships with marketing agencies across multiple states.
- Achieved a remarkable 300% growth in company revenue within two years.
- Managed a $500,000 digital advertising budget for SEO, SEM, PPC, and SMM.
- Led hiring, training, and management of sales, project management, and technical support staff.
- Developed consultative marketing strategies to drive B2B sales.
- Created branding, product, and services presentations for marketing initiatives.

VIDADBOX (CO-FOUNDER & PARTNER 2008 – 2014 HAIFA, ISRAEL)
- Co-founded and managed a video marketing animation studio specializing in video production for television and digital advertising.

- Developed initial business strategy, marketing, and sales efforts.
- Led a team of animators and video professionals for diverse projects.
- Directed a weekly television news show in Jerusalem and provided video editing services to international TV channels.
- Designed and animated explainer videos using Adobe Stack, Blender, Maya, Apple Motion, Final Cut, and DaVinci Resolve.
- Supported startup companies through video marketing, particularly YouTube advertising.
- Identified new customers and organized effective marketing campaigns.
- Defined pricing and budgets in a highly competitive industry.

KEY HIGHLIGHTS:
- Demonstrated proficiency in diverse industries, spanning digital marketing, software development, and video animation.
- Successfully managed international teams, fostering innovation and achieving significant growth.
- Applied technology, creativity, and management skills across different sectors, contributing to the success of both ventures.

EDUCATION

Master of Business Administration (MBA)
Tulane University, A.B. Freeman School of Business
Specialization in Finance and Global Strategy, *New Orleans, LA*

B.A. in Visual Communications
Tiltan College of Visual Communications
Major: Animation, Minor: Graphic Design, *Haifa, Israel*

B.Sc. Applied Mathematics
Bar-Ilan University (1 year completed), *Ramat Gan, Israel*

COURSEWORK AND CERTIFICATIONS:
- *Credentials of Readiness in Business, Accounting and Finance (HBX), Harvard Business School*
- *Executive Data Science Certification - John Hopkins University*
- *Online Certificate Coursework in R, Python, Biostatistics, Data Visualization, Machine Learning*
- *Certificates in Genomic, Transcriptomic, Metagenomic, and Epigenomic Data Analysis*
- *Introductory coursework in Oncology, Virology, and Immunology*
- *Certified Ntrinsx facilitator - building highly efficient teams (ntrinsx.info)*

RESEARCH PUBLICATIONS:
- Xiao Y, et al. "A defective viral genome strategy elicits broad protective immunity against respiratory viruses." Cell. 2021.
- Titievsky, Avi, et al. "Comparative Genomics Analysis of Repetitive Elements in Ten Gymnosperm Species: "Dark Repeatome" and Its Abundance in Conifer and Gnetum Species." *Life 11, no. 11 (2021): 1234.*
- Vaja R, et al. "In Silico Analysis of Transcriptomic Profiling and Affected Biological Pathways in Multiple Sclerosis." *Immunogenet Open Access. 7:167.*
- Wise J, et al. "The positive impacts of Real-World Data on the challenges facing the evolution of biopharma." Drug Discovery Today. 2018
- Kurnat-Thoma, E., et al. "Recent Advances in Systems and Network Medicine: Meeting Report from the First International Conference in Systems and Network Medicine." *Journal of Systems Medicine*

Full list of research publications available at: https://orcid.org/0000-0003-3068-416X