A picture containing person, indoor, hair, close

Description automatically generatedBrittany Witt

Principal & CAO

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With 17 years of experience driving business growth, operational efficiency, and strategic execution, Brittany has built a career optimizing organizations, scaling operations, and aligning leadership with execution. As Principal & CAO of TrustWorks Collective, Brittany leads business operations, financial growth strategy, marketing and business development, ensuring seamless execution of the firm’s operating strategy. She has successfully built scalable internal structures, optimized workflows, and led financial planning efforts that support long-term growth.

Previously, Brittany served as Program Director for HCA Healthcare’s Center for Clinical Advancement, where she streamlined post-acquisition integration for Galen College of Nursing—coordinating efforts across multiple functional areas, mitigating risks, and ensuring leadership alignment. She also launched HCA’s Clinical Education podcast and website, improving strategic communications and knowledge sharing across divisions.

Prior to this, Brittany expanded her expertise in **product strategy, healthcare technology, and market execution** at **Flexwise Health**, a healthcare technology startup focused on clinical workforce optimization. As **Product Manager**, she played a pivotal role in developing an **integrated platform designed to forecast patient demand and optimize hospital staffing.** Working as a **strategic partner to the CEO,** she helped shape the company’s **product vision and go-to-market strategy,** ensuring that business objectives and product development remained closely aligned. Brittany translated the company's **high-level vision into structured product sprints**, managing cross-functional execution across development teams. She also served as the **key liaison between developers and UX designers,** ensuring that platform functionality met market needs while delivering a **seamless, user-friendly experience** for end users. Beyond product execution, she was instrumental in **developing the platform’s brand positioning, market messaging, and launch strategy,** helping establish Flexwise Health as a competitive player in the healthcare workforce technology space.

Brittany honed her **strategic and operational leadership** at The Advisory Board Company, where she played a critical role in both **business operations and consulting engagements**. She led business operations for a **$20M revenue-generating division**, working cross-functionally to ensure alignment between leadership strategy and execution. She also worked closely with **physician groups and health systems** on initiatives designed to **reduce care variation, improve patient access, optimize medical group operations, and enhance service line strategy.** As a Consultant, Brittany was embedded in a variety of high-impact engagements, helping health systems identify **strategic growth opportunities, operational efficiencies, and financial sustainability strategies.** Her ability to assess complex healthcare challenges and translate them into **actionable, results-driven initiatives** made her a trusted partner for clients navigating change and expansion. Beyond consulting, Brittany also played a key role in **scaling business development efforts for the firm’s consulting vertical.** She oversaw a team that generated over **800 proposals in 2014 alone, with a total contract value exceeding $157M.** She also developed **scalable sales and business development processes,** creating a more streamlined approach to revenue generation and client acquisition.

Brittany holds a bachelor of science in mass communication, with a concentration in journalism, from Middle Tennessee State University in Murfreesboro, Tennessee.