

LISA J. MURPHY

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HEALTHCARE STRATEGY & OPERATIONS EXECUTIVE

Healthcare Consulting • Life Sciences • Health Insurance • Health Tech • Biotech • Healthcare Data Services

Strategic Planning, Execution & Enablement | Cross-Functional Business Operations | Chief of Staff

Senior business operations and strategic execution leader with deep healthcare consulting, policy, market access, and professional services experience. Direct partner to C-level leaders on complex priorities spanning acquisitions, restructuring, and executive priority initiatives. Builds practical operating layer behind execution, managing up to \$1M in discretionary budgets and creating repeatable processes that save executive time, improve team follow-through, and raise stakeholder confidence.

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| Operating Structure | → | Rebuilt operating discipline for DC-based Avalere Health's corporate marketing and communications function, leading 7-person global team through 60% budget reduction while identifying additional 20% in savings; earned CEO recognition for "Herculean" turnaround . |
| Business Integration | → | Led time-sensitive execution across 2 integrations and 2 successful company rebrands during post-acquisition change, bringing senior leaders, business units, internal functions, SMEs, and vendors into shared operating rhythm to keep decisions moving. |
| Insight-to-Growth Execution | → | Owned end-to-end production of Avalere's largest annual lead-generating initiative since 2020, using healthcare policy and pharma market expertise to shape insight-driven content with senior SMEs, business development leaders, and executives. |

Core Competencies

Business Operations & Planning | Cross-Functional Program Management | Healthcare Policy & Market Access | Process Optimization | Change Management | Budget & Resource Management | AI-Enabled Workflow Improvement | Executive Stakeholder Management | Commercial Enablement | Internal Communications Strategy | Team Leadership & Staff Development | Vendor Management

Professional Experience

AVALERE HEALTH • Washington, DC / Global • 2006 to Present

Global PE-backed healthcare and life sciences firm with 1,500+ experts supporting clients across access, evidence, policy, and market strategy

VICE PRESIDENT / CHIEF OF STAFF TO CHIEF MARKETING OFFICER (2025 to Present)

Tapped to rebuild corporate marketing and communications function after acquisition and integration left fragmented team heavily dependent on CMO intervention. Led business operations and cross-functional execution for 7-member remote international team.

- **Protected executive priority work amid 60% budget reduction** and loss of 3 FTEs by redesigning workflows, shifting work to internal resources, and identified additional 20% in controllable departmental savings.
- Reset team operating norms by defining role ownership and consolidating overlapping work tracking systems into single task management process, giving leaders clearer visibility into priorities, deadlines, and internal communications demand.
- Advanced executive priority work across C-suite, business units, sales, HR, IT, compliance, and finance by resolving ownership gaps, escalating decisions, and keeping cross-functional deadlines visible.
- Redesigned **planning for CEO-led global town hall for 1,200 employees**, replacing last-minute executive scramble with repeatable process that saved approximately 8 days annually and **raised feedback to 76% positive, best since 2022**.
- Supported CMO focus on enterprise strategic planning and international office expansion by creating team structure, workflows, and accountability needed for function to execute with less direct intervention.

VICE PRESIDENT, ADVISORY BUSINESS UNIT MARKETING (2022 to 2025)

Post-acquisition role connecting Avalere's consulting expertise, business unit priorities, and commercial strategy to broader healthcare platform

Selected to lead marketing strategy through post-acquisition and 2 company rebrands. Integrated corporate marketing responsibilities into advisory function, **managing 6-person team and ~\$1M discretionary budget**, while translating policy, market access, HEOR, and commercial priorities into high-volume execution across consulting service lines.

- Built marketing operating model for ~200-person healthcare consulting business. Established senior stakeholder relationships and turned service line priorities into repeatable campaign, event, digital, and sales support execution.

- Partnered with sales and client partnerships leadership to increase business development support and create stronger foundation for marketing-to-revenue attribution.
- **Increased lead generation 55% YoY** by translating policy, market access, evidence generation, and client priorities into targeted content strategy for healthcare consulting audiences.
- Led company's **largest annual lead-generating initiative** from planning through production, generating 15,000+ cumulative leads from 2020–2026, increasing annual leads **80%**, and reducing report production time **30%**.
- **Executed 2 company rebrands from planning through launch**, coordinating internal teams and external vendors to execute seamlessly and on deadline.
- Built operational backbone for LinkedIn newsletter that captured 14,000+ subscribers in 6 months, expanding thought leadership reach and creating scalable content channel.

ASSOCIATE PRINCIPAL / PRINCIPAL / DIRECTOR, SYNDICATED PRODUCTS (2013 to 2022)

Inovalon ownership stage began in 2015, introducing expanded healthcare data, analytics, and policy intelligence capabilities

Owned strategy, operations, and lifecycle management for \$2M healthcare policy intelligence subscription portfolio serving clients navigating policy, reimbursement, coverage, and market access change. Partnered with senior leaders to evolve products as client needs and policy markets changed.

- **Pulled business strategy into content planning, working with senior leaders and SMEs** to evolve product focus, target customers, and subscription packaging.
- Built cross-functional production process with policy, market access, HEOR, sales, and client-facing teams to turn legislative and regulatory change into timely client insight.
- Developed business cases for new subscription product ideas and managed end-of-life product decisions, securing stakeholder approval, shaping GTM plans, and coordinating client communication through product transitions.

SENIOR ASSOCIATE / MANAGER / SENIOR MANAGER, POLICY CONSULTING (2006 to 2013)

Early member of healthcare policy advisory firm during growth from ~40 to 1,200+ employees, guiding clients through policy changes affecting reimbursement, coverage, access, and payer strategy.

- Led client work on healthcare policy, reimbursement, and prescription drug coverage issues, with focus on Medicare Part D, Medicaid, and health insurance exchanges.
- Translated regulatory and market developments into practical implications for coverage, access, and payer strategy decisions.

Additional Experience

BOOZ ALLEN HAMILTON – SENIOR CONSULTANT

Strategic planning, process improvement, and performance management initiatives.

OFFICE OF U.S. SENATOR JEAN CARNAHAN – HEALTH POLICY FELLOW

Healthcare policy work that formed foundation for later work in consulting.

Education & Credentials

MASTER OF PUBLIC POLICY (MPP)

DUKE UNIVERSITY

BACHELOR OF ARTS (BA) IN POLITICAL SCIENCE

UNIVERSITY OF RICHMOND

HUMAN SKILLS IN THE AGE OF AI – LINKEDIN/MICROSOFT CERTIFICATION, MARCH 2026