

# BARBARA CANNON

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**Compass Executives, LLC**  
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## QUALIFICATIONS SUMMARY

Senior level healthcare executive with successful leadership in public and private companies. Experience ranges from guiding entrepreneurial start-ups to running a publicly traded company engaged in international businesses. Key strengths include market strategy, restructuring, and implementation.

## SELECTED ACHIEVEMENTS

- Led publicly traded clinical research organization (CRO)
- Restructured and divested publicly traded clinical outcomes software business
- Generated business plan and managed all day-to-day operations for Phase II-IV clinical research start-up business. Led business to profitability within 2 ½ years as forecasted
- Implemented oncology research and education network for the state of Georgia
- Secured long-term research projects with leading pharmaceutical companies for international clinical research organization
- Developed and implemented geographic-based market strategies in five key markets for the largest hospital company.

## PROFESSIONAL EXPERIENCE

**COMPASS EXECUTIVES, LLC** **2006 to present**  
*Senior Adviser* of this organization of C-Level Executives who provide management consulting, interim management and leadership development.

**GEORGIA CENTER FOR ONCOLOGY  
RESEARCH & EDUCATION, Atlanta, GA** **2004-2005**  
*Chief Executive Officer* Responsible for all start-up activities to develop a statewide clinical research network linking academic centers with community oncologists, provide web based education for oncology professionals, and construct a statewide longitudinal cancer database to track quality cancer outcomes.

**CELERIS CORPORATION** (NASDAQ: CRSC), Nashville, TN **1997-2002**  
*President & CEO* Developed innovative de novo clinical research service offerings to position company in the \$5B R&D outsourcing sector. Sold company to strategic buyer and distributed proceeds to shareholders.

**CLINTRIALS RESEARCH** (NASDAQ: CCRO), Nashville, TN **1990-1996**  
**Executive Vice President** **1993-1996**

Responsible for pharmaceutical and biotech strategic alliance clients representing >\$50M in annual operating revenue.

**Chief Operating Officer** **1990-1992**

Generated business plan and managed all day-to-day operations for Phase II-IV clinical research business. Operation was profitable within 2 ½ years as forecasted. Provided investment bankers with due diligence content for company's 1993 IPO.

**INSTITUTE OF CLINICAL PHARMACOLOGY** (NASDAQ: ICP) Nashville, TN **1987-1990**  
**Vice President, Marketing** **1989-1990**

Responsible for U.S. revenue generation of international contract clinical research organization headquartered in Ireland. Secured long term research projects with leading pharmaceutical companies.

**Vice President, Data Services Division** **1987-1988**

Established Data Services Division. Automated the data collection process of clinical research data used for FDA and international regulatory submissions.

**HOSPITAL CORPORATION OF AMERICA**, Nashville, TN **1986-1987**

**Director, Market Strategy** Developed and implemented geographic-based market strategies in five key markets for the largest hospital company. Generated financial and strategic analysis on a variety of HCA investments.

**AMERICAN HOSPITAL SUPPLY CORPORATION**, Evanston, IL **1982-1986**  
**Marketing Manager, Planning Systems & Corporate Marketing** **1985-1986**

Responsible for overall design, production, sales, marketing, pricing, and customer support of a strategic planning product utilized by academic medical centers and hospital companies. Strategic planning guest speaker at national conventions.

**Product Manager, Corporate Marketing** **1983-1985**

Developed product pricing model, packaging, advertising, and sales campaign directed to divisional presidents.

**Market Analyst, Corporate Marketing** **1982-1983**

Manager of customized surgery and radiology department software that enabled hospitals to determine for the first time, how much a surgical or radiology procedure costs.

### **INDUSTRY & COMMUNITY INITIATIVES**

Ronald McDonald House, Board Member (2009-present)  
 Character Counts Nashville, Board Member (2007-present)  
 Nashville Capital Network, Board Member (2005-present)  
 Genetic Assays/Insight Genetics, Board Member (2004-present)  
 YWCA, Board Member including Board Chairman (2003-2009)  
 Brentwood Capital Advisors, LLC, Advisory Board member (2002-present)

### **EDUCATION**

BS, Nursing, California State University  
 MBA, Northwestern University, 1983