

# Synthia Laura Molina

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## Senior Executive / Program Director / Strategic Analyst

P&L Accountability / Startups / Scaleups / Turnarounds / Strategic & General Management / Financial Management  
Marketing Management / Operations Management / Innovation Management / Competency Management  
Breakthrough Innovation / Intellectual Property Development / Technology Transfer / Technology Commercialization  
Product Development / Beta Testing / Pilot Programs / Case Studies / Corporate Evangelism / Consultative Sales  
Market Development / Corporate Development / Organizational Development / Constituent Relations  
Quality Engineering / PMO Initiatives / Program Management / Project Management / Performance Optimization  
Digital & Social Media Strategies / Website Planning / Content Development & Management / Online Learning

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### QUALIFICATIONS

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- **Proficient and tech-savvy earnings-driver with proven ability to jumpstart sales revenues, operating efficiencies, and competitiveness** through breakthrough innovation, corporate performance optimization, and preemptive market leadership—resulting in financial windfalls for executive teams and their constituents (e.g., capital allocations and infusions, earnings growth, share price improvements, share buybacks, stock splits, spinoffs, and M&A events).
- **World-class strategist with demonstrated success leapfrogging best practices to establish new gold standards in quality and value-delivery**, employing (1) broad and deep knowledge of fast-growth markets within the health, education, and social-service sectors, (2) cross-functional expertise (including technology fields), and (3) the capacity to inspire superior performance across organizational levels, teams, and personalities.
- **High-stakes decision maker and metrics-driven turnaround expert with an exceptional track record of creating market leaders and saving organizations and initiatives on the verge of failure** by (1) focusing on key performance indicators (KPIs), (2) aligning industry, corporate, and product development strategies with new market drivers, and (3) leveraging insight, technologies, and other resources that competitors have overlooked or undervalued.

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### KEY RESULTS

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- **As a senior executive, helped build three companies for acquisition.** Joined a claims management firm, leveraged technology to accelerate development of its professional-services unit, and attracted world-class clients, including 17 of the top 25 pharmaceutical and medical device companies worldwide. Designed and delivered technology-supported health economics, outcomes research, and reimbursement consulting services before these services were standard industry practices. Oversaw strategic projects for Prozac, Adagen, and other high-margin products, contributing to their unprecedented market performance. Sourced performance-driving software solutions and helped streamline internal operations to support acquisition of the firm's claims management unit by a key client (Quantum Health Resources). Supported the modernization of the firm's tactical-services line to enhance synergies with the gold-standard professional-services line. Leveraged a knowledge management system (KMS), a customer relationship management (CRM) system, and a pool of subject-matter experts (SMEs) and key opinion leaders (KOLs) to quadruple revenue in less than 18 months. Made Partner by age 28. Built an internationally recognized brand through pioneering social media activities, public-speaking engagements, and trade-journal publications. Spearheaded development of the firm's intellectual property (IP), supporting the firm's later acquisition by Elsevier, a world-class publishing house. Gained rights to launch a next-generation consulting firm, specializing in preemptive market-leadership strategies. Helped startups and world-class clients dominate highly lucrative fast-growth markets. Sold the firm in four years in a mid-seven-figure deal. Upon Board invitation, joined the acquiring entity as Interim CEO in charge of a turnaround. Achieved a turnaround. Joined an at-risk client's organization as President/Principal. Improved business systems, operating efficiencies, and corporate scalability. Jumpstarted revenues to attract a buyer.
- **Corporatized an at-risk venture, gained federal government backing, and attracted millions in funding.** As Interim CEO in charge of a turnaround, reengineered operations and leveraged technology solutions to assure survival, enhance quality, and support scaleup. Rebuilt investor confidence and attracted new investors. Lobbied on Capitol Hill. Testified before the National Committee on Vital and Health Statistics (NCVHS) and the Centers for Medicare & Medicaid Services (CMS) within the U.S. Department of Health and Human Services (HHS).

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## KEY RESULTS, CONTINUED

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Secured an unprecedented HIPAA-exception from the Office of the Secretary, authorizing national testing of a proposed health-related data standard in an IT-centric demonstration program. Designed a national and multi-stakeholder study protocol, including Medicare Advantage and Medicaid Programs, conventional and integrative healthcare practitioners, information clearinghouses, and others. Oversaw research. Proved the proposed data standard could save the U.S. healthcare system more than \$51 billion annually. Designed the National Foundation for Women Legislators' health-policy track and gained NFWL support for use of the proposed data standard in combination with a proprietary knowledge management system (KMS). Secured over 1,000 opinion-leading customers in a single campaign. Grew share price more than 21% in less than 12 months.

- **Jumpstarted revenue for a conference organizer, building a profitable consulting unit in 12 months.** Accepted a salaried position with a 10% equity upside to help an at-risk client (1) realign operations with changing market realities, (2) boost rapidly dropping earnings, and (3) attract a buyer. As Interim President and Principal, reengineered business processes and raised performance standards in the firm's preexisting Education Unit. Launched a new Professional Services Unit, spoke at national conferences, wrote major proposals, and secured critical new business—including a pivotal seven-figure engagement with a Fortune 26 company. Conceptualized, sold, and ran CEO/CFO/COO-level focus groups. Supported a key client's Program Management Office (PMO) change management initiatives. Built a world-class corporate innovation engine. Generated sufficient new revenue in the Professional Services Unit to achieve an overall turnaround, exceed earnings forecasts, and attract a buyer.
- **Leveraged regulatory compliance initiatives to boost operating income for BioPharma/MedTech companies.** Joined at-risk drug and device companies to manage FDA-related crises following major product and process failures. Oversaw product recalls with seven- to nine-figure financial implications. Led Program Management Office (PMO) and Business Process Reengineering (BPR) initiatives. Designed quality systems and conducted both internal and vendor audits. Wrote and implemented system validation protocols, equipment qualification protocols, and standard operating procedures (SOPs). Identified key performance indicators (KPIs) and established performance standards, test methods, and reporting requirements. Joined forces with the Production and Manufacturing Engineering Departments to dramatically improve operating efficiencies and margins. Accelerated speed-to-revenue by reengineering product-development processes, masterminding groundbreaking regulatory strategies, streamlining regulatory-submission processes, and securing FDA approvals (e.g., 510[k], IDE, IND, PMA, FDA 483 responses).
- **Led the Drucker MBA Program, exceeding revenue goals by more than 95% within 6 months.** As Director and Managing Director (the latter in the absence of a Dean), identified key performance indicators (KPIs), helped automate operations university-wide, and worked with key constituents to implement an outcomes-driven MBA curriculum. Raised GMAT/GPA profiles of program applicants and "admits," grew full-time-equivalent (FTE) enrollment, and increased both revenue and margins as regional employers dropped tuition-reimbursement policies and as U.S. News & World Report rankings became a key enrollment driver. Secured double-digit growth in earnings within 12 months, and strengthened the Drucker brand relative to competing MBA programs, including those at University of Southern California; University of California, Los Angeles, Irvine, and Riverside; Cal State Los Angeles, Fullerton, and San Bernardino; Cal Poly Pomona; Pepperdine; Chapman, La Verne, and Redlands.

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## WORK HISTORY

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2006/2007 - Present **CEO & Managing Partner** for Central IQ, Inc., a management consulting firm (founded in 2006 and back-shelved until completion of a 12-month client-turnaround assignment) specializing in opportunity assessments, strategic planning, and revenue scaleups for organizations in health-related markets.

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## WORK HISTORY, CONTINUED

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- 2006-2007 **Interim President & Principal on a Turnaround Assignment** for National Contracts, Inc. (NCI), a management education and consulting firm serving supply-chain stakeholders, including health industry manufacturers, healthcare distributors, group purchasing organizations (GPOs), and others.
- 2002-2006 **Interim CEO on a Turnaround Assignment** for Alternative Link, Inc. (DBA ABC Coding Solutions), a developer of disruptive health-information-technology (HIT) applications, health-related data standards, and scope-of-practice datasets essential to health-industry research, management, and commerce.
- 1997-2002 **CEO & Managing Partner** for Intelliworks, Inc. (DBA Mission Accomplished), a management consulting firm specializing in industry analysis, strategic planning, and business development services for results-minded decision-makers committed to preemptive leadership in health-related markets.
- 1995 - 1997 **Managing Director** and **Director** of the Drucker MBA Program at the Peter F. Drucker and Masatoshi Ito Graduate School of Management, a world-class executive- and management-education institution within The Claremont Colleges, focused on strategy, leadership, and general management.
- 1990 - 1995 **Corporate Officer & Partner, VP of Business Development, and Director of Marketing Research** for Reimbursement Dynamics, Inc. (AKA HealthIQ), a niche consulting firm specializing in market intelligence, health economics, and reimbursement strategies for health-industry stakeholders.
- 1989 - 1990 **Crisis Manager, Regulatory Compliance Administrator & Auditor, and Product Development Specialist** for a Baxter International and American Red Cross joint-venture, specializing in biologics and combination products for blood-clotting disorders, immune deficiencies, and traumatic injuries.
- 1985 - 1989 **Regulatory Compliance Auditor & Analyst, Project Manager, Product Development Specialist, and QA/QC Supervisor** for Ioptex Research Inc. (Smith & Nephew), a health-industry manufacturer specializing in pharmaceuticals and Class III medical devices.
- 1982 - 1985 **Lead Microbiology & Chemistry Technician, Document Control & Change Management Specialist, and QC Technician & Inspector** for Iolab Corporation (Johnson & Johnson), a health-industry manufacturer specializing in pharmaceuticals and Class III medical devices.

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## GRADUATE & UNDERGRADUATE EDUCATION

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- **Drucker MBA: Strategy, Leadership, and General Management.** The Claremont Colleges. Claremont, CA. Ranked #1 in graduating class. 100% employer-funded. Completed while working full-time and earning promotions.
- **Bachelor of Science: Management and Organizational Behavior.** University of La Verne. La Verne, CA. CAPA Scholar. 100% employer-funded. Completed while working full-time and earning promotions.
- **Double Major: Premedical Science and Studio Art.** Pomona College. Claremont, CA. Academic Scholar. President's Honors Society. 100% scholarship- and self-funded. Attended while working part-time.
- **Major: Premedical Science.** University of California, Berkeley. Berkeley, CA. Alumni Scholar. Dean's Honors List. 100% grant- and scholarship-funded.

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## CONTINUING EDUCATION & LIFELONG LEARNING

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|---------------------------------|-------------------------------------|--|
| ✓ Persuasive Technologies       | ✓ Website Wireframing               | ✓ Supply Chain Design & Optimization     |
| ✓ Empowering Technologies       | ✓ Website Mockups                   | ✓ Strategic Sourcing & Vendor Management |
| ✓ Online Marketing Fundamentals | ✓ Screenwriting                     | ✓ Industrial & Management Engineering    |
| ✓ Social Media Marketing        | ✓ Videography, Directing, & Editing | ✓ Quality Engineering & Management       |
| ✓ LinkedIn Essentials           | ✓ Broadcasting (TV, Radio, Online)  | ✓ System & Process Validation            |
| ✓ Facebook Essentials           | ✓ Strategic Planning                | ✓ Cold Calling & Pipeline Development    |
| ✓ Twitter Essentials            | ✓ Strategy Implementation           | ✓ Consultative Sales                     |
| ✓ WordPress Essentials          | ✓ Brand Design & Development        | ✓ Cost Estimating & Proposal Writing     |
| ✓ Website Strategies            | ✓ Logos, Stationery, & Style Guides | ✓ Negotiation Fundamentals               |
| ✓ Website Planning              | ✓ Value-Chain Design & Management   | ✓ Digital Technologies & Informatics     |
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## CORE COMPETENCIES

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|-------------------------------------|--------------------------------------|---|
| ✓ SWOT Analyses & Porter's 5Fs      | ✓ Innovation Engine Design           | ✓ Selling to the C-Suite, VIPs, & VITOs       |
| ✓ Digital & Social Media Strategies | ✓ Product Development Initiatives    | ✓ Sales Model Validation Projects             |
| ✓ Online Brand Development          | ✓ System Reengineering Projects      | ✓ Post-Launch Support & Aftermarket Services  |
| ✓ Digital Content Development       | ✓ Streamlining & Scaleup Initiatives | ✓ Constituent Relationship Management (CRM)   |
| ✓ Product Portfolio Evaluations     | ✓ Go-To-Market Strategies            | ✓ Technical Writing & Trade Publications      |
| ✓ Industry & Market Assessments     | ✓ Alliance-Building Campaigns        | ✓ Public Speaking & Media Relations           |
| ✓ Corporate Competency Audits       | ✓ Marketing Research & Focus Groups  | ✓ Health Policy & Public Policy Advocacy      |
| ✓ Financial Models & Forecasts      | ✓ Marketing Plans & Communications   | ✓ Regulatory Compliance & Strategies          |
| ✓ Business Plans & Operating Plans  | ✓ Beta-Tests & Pilot Programs        | ✓ Quality Assurance & Quality Control (QA/QC) |
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## MARKET KNOWLEDGE

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|-------------------------------------|--------------------------------------|--|
| ✓ Digital & Social Media Markets    | ✓ Senior Living & Long-Term Care     | ✓ Managed Care & Accountable Care              |
| ✓ Mobile Apps / mHealth Apps        | ✓ Home- & Community-Based Services   | ✓ Centers of Excellence & Medical Homes        |
| ✓ Software-as-a-Service (SaaS)      | ✓ Public Health & Social Services    | ✓ Integrated Delivery Networks (IDNs)          |
| ✓ Publishing & Broadcasting         | ✓ Community Operating Systems (211)  | ✓ Hospitals & Health Systems                   |
| ✓ Management Education              | ✓ Food Services & Nutrition Programs | ✓ Coding, Billing, & Claims Management         |
| ✓ Human Performance Optimization    | ✓ Healthy & Functional Foods         | ✓ Health-Related Data Standards                |
| ✓ Health & Wellness Programs        | ✓ Dietary Supplements                | ✓ Personal & Electronic Health Records         |
| ✓ Disease Management Programs       | ✓ Pharmaco-Nutrigenomics             | ✓ Health Information Exchange (HIE)            |
| ✓ Diet & Weight-Loss Programs       | ✓ Pharmaceuticals & Biologics        | ✓ Nationwide Health Information Infrastructure |
| ✓ Anti-Aging & Longevity Medicine   | ✓ Medical Supplies & Medical Devices | ✓ Global Health Information Infrastructure     |
| ✓ Integrative & Functional Medicine | ✓ Supply Chain Management            | ✓ Big Data Analytics                           |
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