



Brian Eidex

678-554-8899

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www.eidex.com

Brian is a recognized product innovator and leader within healthcare technology. He combines his strategic mindset and industry insights with deep technical and analytical expertise to offer companies a focused plan for growing revenue. His specific ability to drive organizational execution toward a coordinated corporate and product strategy that is focused on market pain and trends has enabled companies to establish quick and sustainable, long-term revenue growth.

Brian's background includes multiple leadership roles at small and large healthcare companies serving pharmacy, PBMs, hospitals, and providers. He has held roles as Vice President of Business Development, General Manager, and other senior level roles leading teams and driving product, sales, client facing roles, and engineering efforts.

Brian gained significant industry experience in his leadership role at McKesson, rolling out a foundational component of the Medicare Part D technology infrastructure, the TrOOP Facilitator. He played a central role working with multiple industry players, such as NCPDP, NACDS, CMS, the largest Pharmacy chains, PBMs, and vendors, and was pivotal in the development of multiple solutions that met competing requirements across the industry and government.

Brian has honed that foundational experience over time to effectively manage competing cross-functional/company goals, balance team accountability with kindness, deliver clear, open communication, and seek guidance from trusted colleagues when needed.

Brian is the owner of Eidex LLC, a consulting company offering a different level of service, Vision to Reality, that not only aligns corporate and product strategy, but also drives cross-functional, organizational adoption of the strategy. That adoption is critical not only for producing fast-to-market solutions that generate revenue quickly by satisfying immediate needs but also for growing long-term solutions and organizations that deliver on a sustainable, long-term revenue model.



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PROFESSIONAL EXPERIENCE

Eidex LLC Atlanta, GA
Owner, Consultant
April 2023 - Present

Wellsky Atlanta, GA
Vice President, National Accounts
June 2022 – June 2023

Bamboo Health Atlanta, GA
General Manager, Pharmacy & Life Science
August 2019 – June, 2022

LexisNexis Risk Solutions Healthcare Atlanta, GA
Senior Director, Pharmacy Innovation
February 2012 to August 2019

McKesson Corporation Atlanta, GA
Senior Director of Product Management
February 2002 – February 2012

Eidex Enterprises Atlanta, GA
June 2001 – February 2002

Arthur Andersen Atlanta, GA
Director of Product Services, Virtual Learning Network
January 1998 – June 2001

CAREER ACCOMPLISHMENTS

- Managed P&L and product portfolio for solutions generating \$70M revenue
- Built business unit with multiple solutions from scratch to \$6.5M recurring revenue
- Defined new solution, generating \$1.8M in new annual revenue
- Set strategic direction for new solutions and partnerships resulting in planned growth of over 100%
- Closed new business of \$18M, meeting 20% growth goal

EDUCATION

Georgia State University Atlanta, Georgia
Master of Science in Decision Science

Concentration in applied statistics; Alpha Iota Delta National Honor Society; Top ten percent of class;
Dean's List

Georgia State University Atlanta, Georgia
Bachelor of Business Administration in Decision Science
Dean's List