

Kevin McDonnell

Little Downham, Cambridgeshire, CB6 2TB

M: 07848 158 320 | E: mcdonnellk@gmail.com | <http://uk.linkedin.com/in/kevinmcdonnell>

Chairman, non-executive director and CEO with over 20 years' experience building and scaling global technology, digital health, healthcare technology and healthcare services businesses. Significant experience in accelerating growth, new business launch, turnarounds, M&A, change management and restructuring to create and maximise value. Track record of building and scaling digital health, technology and healthcare businesses in the UK and globally. Leading, developing and executing strategies that build teams, engagement, drive revenue, growth, competitive market position, profit and value, across StartUp, ScaleUp, SME and PLC ranging from 50 to 2,500 people and revenues between £3m - £160m.

Board & Committee Experience

Chairman, Medic Creations

June 2019 – Present

Medic Creations is revolutionising clinical communications in healthcare. Replacing the pager and connecting clinicians and patients to provide continuous, connected, collaborative and secure communications that delivers better, faster healthcare outcomes fit for the digital age.

Chairman, Innova Health

Dec 2018 – Present

Innova Health provides innovate care for complex high-risk patients, through a digitally connected and AI platform to provide effective care remotely. Monitoring, supporting and empowering patients to effectively manage complex chronic conditions and improve adherence to therapies.

Non-Executive Director, Nautilus Consulting

Feb 2019 – Present

Nautilus Consulting Limited is a digital healthcare consulting company that specialises in helping customers to exploit information technology as an enabler for change. Providing a wide range of services that assist customers from vision setting through to options appraisal, system selection implementation and optimisation.

Non-Executive Director, Healthcare Business Solutions (UK)

Feb 2019 – Present

HSBUK is a team of Clinicians and Healthcare Executives dedicated to excellence and value, providing innovative solutions to NHS Trusts. Launching a new digital MSK platform first to the UK and then globally.

Expert Advisor, United Nations

Aug 2019 – Present

The United Nations Centre for Trade Facilitation and Electronic Business develops international digital standards to improve international trade in regulatory systems & commercial supply chains.

Board Advisor, ZoomDoc

Apr 2019 – Present

ZoomDoc is an on-demand GP service platform providing trusted GPs who are on-call 24/7. ZoomDoc allows patients to have consultants within minutes, get referred and received medication prescriptions.

Board Advisor, Mumo

Feb 2019 – Present

Mumo is about connectivity, putting patients at the centre of the digital health information ecosystem. Patients can securely share their health information with clinicians, family and friends.

Board Advisor, Mumo

Jan 2019 – Present

LogMyCare is a health and social care company that provides care homes, carers and family members with a digital care planning and communications platform that significantly improves productivity, data analytics, quality and risk management.

Mentor, Coach & Supervisor, Cambridge University Judge Business School

Jan 2019 – Present

As a mentor I support early stage businesses to help create the next generation of meaningful ventures out of Cambridge, along with supervising PhD students and the occasional visiting lecture.

Board Advisor, Brunswick Medical International**Dec 2018 – Present**

Brunswick Medical is a Sales as a Service (SaaS) provider working with world class and often world first medical device and software companies to take their 'idea' to 'revenue'. Brunswick Medical creates and manages in-country distribution and reseller channels, creates 'go to market' strategies and partners with organisations across the world to extend sales capability and grow your business.

Venture Partner/Mentor, HS. Ventures**Dec 2018 – Present**

HS. Ventures is an accelerator and fund, that builds, scales and invests in the best digital health start-ups to tackle global health issues. HS. supports founders to build internationally applicable technology and scale into multiple markets, including the NHS, private healthcare sector, insurance, B-C and emerging markets.

Executive Board & Committee Experience

EMIS Group plc, Group Executive Board & Group Commercial Board**Dec 2014 – Oct 2016**

EMIS Group (AIM listed) is the largest healthcare technology business in the UK generating £160m in revenues and operating across Primary, Secondary, Pharmacy, Community, Public and Mental Health sectors.

- As member of Group Executive Board contributed to overall strategy of EMIS Group across all business units, divisions and sectors. Supported investor relations and participated several times in briefings to analysts, roadshows and events hosted at the London Stock Exchange for the benefit of institutional investors.
- As member of Group Commercial Board supported the divisional managing directors design and execute an international growth strategy. Ensuring risk was identified, managed and mitigated and correct regulatory conditions were addressed in the countries targeted. Supported the development of new business propositions and pricing strategies to help each divisional managing director meet their own P&L budgets for the year.

Executive Experience

CEO & Founder, Datalla Group**Dec 2018 – Present**

Datalla Group is a consulting firm that works in partnership with healthcare technology organisations to support clients accelerate pace of growth and create sustainable value and advantage. Advising across strategy, operations and organisation to overcome strategy, growth, innovation, product and execution challenges.

- Retained leadership and advisory engagement to PE firm across healthtech portfolio businesses (UK and Germany ranging from £3M to £200M turnover) to support improved profitability, people and organisation, value creation and international growth (online pharmacy, patient engagement, remote consultations, clinical triage).
- Provided advisory to AI, Data and Blockchain business to support them raise investment. Quantifying funding requirements, articulating their equity story, positioning and differentiation and supporting investor communications/relationships.
- Supported investor with commercial due diligence, identifying acquisition opportunities, valuations and reviewing technology, market, people to align strategy and integration with corporate goals.
- Operational and product engagement to support patient engagement company build a data strategy across 100M records, understand and design an AI strategy to utilise data and provide predictive analytics across a number of clinical and social care use cases.
- Executive coaching and organizational development to support CEO build high performing leadership team, culture, organizational operating model and positing the business to raise further funding and scale domestically and expand internationally.

- Strategy engagement for clinical communications provider to develop growth strategy and support the board and leadership team restructure the business to execute growth plan, capitalising on first mover advantage, acquiring growth investment, market acquisition and creating shareholder value.
- Strategy and market entry engagement for digital staffing and scheduling system (Uber for clinicians), supporting CEO, board and investors implement market, sales and marketing strategy to accelerate pace of growth through regulated and highly competitive procurement routes in the UK market.
- Supporting online GP provider to position products and market opportunities, raise growth capital to execute growth plan and develop exit strategy to maximise value creation.
- Strategy engagement for online GP provider to support CEO, leadership team and investor board understand growth opportunities, product strategy and optimal sales channels to support value creation, market acquisition and differentiated product strategy.
- Operational and strategy engagement for healthcare services provider (Primary Care, Dermatology & Radiology) to position business for growth in existing markets, identifying vertically aligned market opportunities and designing optimal target operating model to support the growth aspirations of the business.
- Strategy, product, organisational and fund raising engagement for a management consulting firm to support the commercialisation of big data and analytics product addressing acute care including funding, go-to-market strategy, commercial, internationalisation and creation of “NewCo”.
- Pre-deal and market advisory to several PE firms, supporting investment decisions (Buy-Out/MBI/Buy & Build) between £50M and £1B across global digital health, healthcare technology and healthcare services markets.
- Run and facilitated several comprehensive Strategy Workshops to help clients answer key strategic questions to support their growth (where are we, where do we want to be, how do we get there) and develop executable growth strategies.

Business Director, CAPITA plc

Jan 2017 – Dec 2018

Delivering leadership, management, development and growth of Capita Healthcare Decisions’ (£35M) global business activities across a portfolio of 6 business units. Designing and executing business and growth strategies, commercial propositions, product strategies, marketing and organisational engagement across the portfolio (Clinical Solutions, CHKS, Health Analytics and Cymbio) to develop digital products, consulting services, growth & shareholder value in addition to strategic development of growth opportunities across wider Capita.

- Delivered revenue and profit targets against business plan whilst also increasing market share and developing growth strategy for next three years. Appointed to lead global sales team, aligned sales team(s) to commercial strategy, restructured sales organisation to facilitate growth strategy and “in-year” targets, developing a quality pipeline.
- Aligned disparate product strategies, roadmaps, and development processes into one single product strategy that facilitated shared ownership, knowledge sharing, shared platforms and “one” vision.
- Designed and implemented business development, bid & commercial processes, created team(s) and leadership framework to fortify today’s business whilst focussing on future growth over next 3 years.

Managing Director, EMIS Care (EMIS Group plc)

Dec 2014 – Oct 2016

Leadership, management, development and growth of EMIS Care’s (formerly Medical Imaging) UK managed services (BPO) business activities. Integrated business following acquisition, re-branded, developed healthcare managed service propositions and delivering growth & shareholder value strategies. Member of the Group Executive Board and Chair of the Group Commercial Board.

- Secured £23M of additional new business in 2016 and significantly increased market share, growing revenues to £30M (doubling revenues in 20 months) and people from 188 to 320.
- Delivered 2015 financial results in line with budget and expectations, growing revenue and profit YOY, consolidating market position.
- Led the full integration of 188 people following acquisition in December 2014, facilitating cultural transition and launching new managed services portfolio. Crated “EMIS Care” operating brand.
- Designed and implemented business development process, created team and leadership framework and secured £30M of new business during 2015.

- Originated and led the acquisition Medical Imaging Ltd & MIDRSS Ltd (Dec 14) for £13M, leading due diligence, negotiation, execution and integration of 188 members of staff and services. Appointed Managing Director of Medical Imaging Ltd & MIDRSS Ltd.

Managing Director, EMIS Health Specialist (EMIS Group plc)

Aug 2013 – Oct 2016

Leadership, management, development and growth of EMIS Health Specialist's (formerly Digital Healthcare) global business activities following the sale to EMIS Group. Continued to develop products, service, growth & shareholder value strategies in addition to strategic development of EMIS Group PLC and associated subsidiary businesses. Member of the Group Executive Board and Chair of the Group Commercial Board.

- Led the disposal, via trade sale, of US based SaaS business (Digital Healthcare Inc/Retasure) on favourable terms, streamlining UK operations and aligning with global growth strategy.
- Delivered consistent YOY revenue growth. Grew YOY profits by 204%. Achieved 100% customer retention and increased market share within the year to 82%.
- Appointed to EMIS Group Executive Board, Mergers & Acquisitions Board, Chair of International Business Board responsible for Group wide international business sales and operations.
- Led (Following sale to EMIS Group plc) full integration & alignment of Digital Healthcare into EMIS Group plc, including back office, sales and marketing, re-brand to EMIS Health Specialist.
- Governance, Regulatory and Compliance related responsibilities as Director of Digital Healthcare Ltd, Digital Healthcare Inc, and Orion Imaging Ltd.

CEO, Digital Healthcare Inc

Nov 2012 – Oct 2016

Delivered innovative digital health SaaS solution to Primary Care Physicians across multiple states, managing and creating national network of reading centers. Providing 750k diabetic patients across the US access to a simple and affordable test for a fast and accurate assessment of their retinal health.

- Created partner programme to extend reach in the US through network of resellers and sales representatives, including device manufacturers.
- Developed go to market strategy for the US market that resulted in rapid adoption amongst primary care physicians.
- Created network of state registered ophthalmologists to provide virtual reading services as part of Reading Centre platform.
- Established offices and infrastructure, launching HIPAA compliant and FDA approved SaaS offering to within a highly regulated and complex healthcare delivery and reimbursement environment.
- Provided enterprise Ophthalmology PACS solution to large healthcare institutions including the Wilmer Eye Institute (John's Hopkins).

Managing Director, Digital Healthcare

Sept 2008 – Aug 2013

Management, development and growth of this VC/PE backed healthcare technology & solutions company's global operations developing growth & shareholder value strategies to position business for exit. Main Board Director reporting to the Chairman with global P&L responsibility and Chairman of the Operating Board. Leading the business through fund, build, scale and exit.

- Led the sale (Aug13) to EMIS Group PLC on behalf of investors on favourable valuation and terms, leading due diligence and negotiation.
- Led the acquisition (2012) of main competitor (full OFT process), restructured and integrated the business, growing revenues 53% YOY, increasing recurring revenue 66% YOY, improving gross profit 50% YOY and returned an operating profit improvement of 113% YOY.
- Led the acquisition (2012), including commercial negotiation, due diligence and contracting of the global IPR of an AI solution, controlling access to market, integrating into existing product lines and implementing a global marketing approach including CE marking as a medical device.
- Appointed as Chairman of the Operating Board in 2010. Grew revenue by 12%, reduced operating costs by 8% achieving profit for the first time in the company's history.
- Positioned business as global leader managed the expansion to Australia, New Zealand, Japan, Hong Kong, Botswana, Bangladesh, Jakarta, & Singapore.

Other	Operations Director, Digital Healthcare	May 2005 – Sept 2008
	Principle Consultant, JCOM	Feb 2004 – Apr 2005
	Services Director (interim), MPP Management	Aug 2003 – Feb 2004
	Project Manager (interim), Clarson Goff Management	Jun 2003 – Aug 2003
	IT Manager, Royal College of Radiologists	Sep 2001 – June 2001
	Customer Services Manager, Royal Free Hospital	Jun 1997 – Sep 2001
	MLSO, Guys Hospital	Jun 1991 – Jun 1997
Voluntary	Virgin StartUp Business Mentor	Jun 2015 – Present
	Trustee, Citizens Advice Bureau	Apr 2009 – Sept 2010
	Trustee, Headway Cambridgeshire	Feb 2008 – Jan 2010
Education	BSc (Hons) Biological Sciences, University of Westminster	1995-1997