

David S. Brooks

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Experience

bcc: Consulting, LLC • www.hitbcc.com

President/Founder

Durham, NC
2004 to Present

- Founded healthcare IT strategic sales and marketing firm, specializing in clinician-centric technology
- In just over one year, established bcc: as the market authority for independent and insightful mobile health research; continues to leverage this position to strengthen C-level communication channels with all major companies in the mobile health and electronic medical record (EMR) spaces
- Authored and distributed the following research publications:
 - **Going Mobile: Choosing the Right Inpatient Solution** • 30,000+ direct downloads from the bcc: website since August 2004;
 - **bcc: Mobile Resource Guide** • combined quarterly publications have surpassed 60,000 direct downloads;
 - **Mobile e-Prescribing: The Killer App for IT Adoption** • a comprehensive analysis of the benefits of e-prescribing and how it provides the ideal low-cost entre into the electronic age;
 - **bcc: EMR Guide for Small and Midsize Practices** • a thorough survey of all companies offering electronic medical record solutions, as well as explanation of the key implementation issues faced in the small and midsize practice environments
 - **Practicing to Win** • personal experiences running a successful medical practice in today's difficult managed care environment, using sound economic and financial principles
- Consultant to IBM's Nationwide Healthcare Information Network (NHIN) Phase I prototype project; sole liaison representing small and mid-size practices
- Provided C-level executive management support to a struggling mobile solution provider; over 18 month period, helped secure beta site, expand product capabilities, and ultimately secure 7 sites within the Veteran's Health Administration

Southwest Durham Family Medicine, PLLC • www.swDFM.com

Office Manager/Founder

Durham, NC
2004 to Present

- Founded family medicine practice with wife, Tiffany Marum, MD
- Developed business plan and model used to secure necessary financing, despite no preexisting patient-base
- Performed extensive due diligence in selecting an integrated EMR/PMS and managed all aspects of system implementation; runs a state-of-the-art "paperless" office
- Within 3 years, developed rapidly expanding 4,500+ patient-base, 3 physician, profitable office

INTERFACEWARE, Inc.

Chief Operating Officer

Durham, NC
2003 to 2004

- Managed all aspects of the day-to-day operations of industry-leading HL7 middleware toolkit business, including sales, marketing, and establishing the company's long-term strategy.

MercuryMD, Inc.

Vice-President, Business Development

Durham, NC
2001 to 2003

- Leveraged existing relationships to acquire company's first customer, as well as first formal round of funding; developed financial model that was used to support valuation and funding requirements
- Responsible for establishing and maintaining all strategic alliances and partnerships
- Market research, analysis and interpretation fundamental to shaping company's strategic direction
- Developed solution architecture of major product initiative—"Charge Delivery"—based on thorough understanding of company's existing technology as well as the competitive landscape
- Company acquired by Thomson Financial (NYSE: TOC) in 2006

Soles, Brower, Smith & Company

Associate; Investment Banking

Greensboro, NC
2000 to 2001

- Performed strategic analysis of a public oil and gas company's under-performing lubricants division to determine options available to management; presented findings and recommendation
- Analyzed an early-stage biotechnology company's product and market to identify the optimal source of needed funding; valuation component essential to management's ultimate decision
- Evaluated the cost and strategic implications of a software developer buying-out its publicly traded value-added reseller in a potential public to private transaction

Booz-Allen & Hamilton

Senior Consultant

McLean, VA
1998

- In performing independent life-cycle cost estimate of the Marine Corps' Light Strike Vehicle, created responsive cost tool that greatly exceeded client specifications—risk and trade-off capabilities of tool were critical to client's ability to support \$90M program funding request

United States Air Force (1993 to 97)

Weapon Systems Cost Analyst / Captain

Hanscom AFB, MA · 1996 to 1997

- Crafted cost estimating document of \$2B automated aircraft landing system to facilitate DoD Program Office and independent estimates—saved 30 days during critical program definition
- Researched available data in developing life-cycle cost estimates of 3 alternative systems—comprehensive trade-off analysis identified potential \$80M cost savings during development

Regional Accounting and Finance Officer / 1st Lieutenant

Incirlik AB, Turkey · 1995 to 1996

- Managed a 46 person unit in the execution of \$175M annual budget supporting U.S. military forces in Europe and NATO Operations "Desert Shield" and "Provide Comfort"

Financial Services Officer / 2nd Lieutenant

Whiteman AB, MO · 1993 to 1995

- Led 45 military and civilian accounting personnel in the execution of \$50M annual budget

Education

University of Chicago, Graduate School of Business

Chicago, IL • June 2000

Master of Business Administration with concentrations in Finance and Strategic Management

- Dean's Challenge Winning Team, 1998
- International House of Chicago Community Fellow
- Member of the Management Consulting and Investment Management groups

United States Naval Academy

Annapolis, MD • May 1993

Bachelor of Science with Honors in English

- Completed advanced coursework in major; Superintendent's List and Dean's List
- Selected for and participated in foreign exchange program to Japan