

ELIZABETH O. AREMU

Corporate Development & Enterprise Strategy Executive

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EXECUTIVE SUMMARY

Corporate development and strategy executive with 10+ years leading enterprise strategy and full cycle M&A for digital health, health technology, payer, and provider organizations. Proven ability to manage complex, ambiguous initiatives end to end, from sourcing and valuation through integration, closing \$15M+ in acquired annual revenue and prioritizing \$500M+ in strategic growth opportunities. Trusted advisor to C suite and executive stakeholders, known for translating dense financial and market analysis into clear, board ready recommendations. Strong financial acumen across DCF, IRR, NPV, and investment case development, paired with hands on execution across sourcing, diligence, negotiation, and cross functional alignment.

CORE COMPETENCIES

Corporate Development & Full Cycle M&A • Enterprise Strategy & Growth Planning • Executive & Board Level Communications • Financial Modeling & Valuation (DCF, IRR, NPV) • Due Diligence & Integration Planning • Investment Thesis & Business Case Development • Cross Functional Project Leadership • Market & Competitive Analysis • Strategic Partnerships (Payers, Employers, Health Systems) • Capital Allocation & Investment Strategy • Digital Health & Health Technology • Stakeholder Management (C Suite, VP, SVP) • Advanced Excel, PowerPoint & AI Augmented Modeling Tools (Microsoft Copilot, Generative AI Research Tools) • Board & Investor Relations

RELEVANT PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR, STRATEGY & INNOVATION – OFFICE OF THE CEO

01/2023 – Present

Optum (UnitedHealth Group)

Own corporate planning, strategy development, and innovation initiatives for \$8B+ healthcare technology and AI business serving academic medical centers, integrated delivery systems, payers, and life sciences clients. Partner directly with executive leadership on strategic initiatives and long-range planning.

- Own investment thesis development for an \$8B+ healthcare technology and AI business, using portfolio frameworks and financial modeling (DCF, NPV, scenario analysis) to prioritize \$500M+ in organic and inorganic growth opportunities.
- Serve as strategic bridge between operations, finance, and executive leadership, translating complex operating and market dynamics into board ready recommendations that shape enterprise strategy.
- Lead strategic initiatives and corporate deliverables for the Office of the CEO, including investor conferences, quarterly earnings, executive reviews, and multi-year strategic plans.
- Partner with cross functional teams to ideate, validate, and incubate solutions, integrating market intelligence, customer insights, and financial analysis into go-to-market strategy.
- Built strategic planning and financial reporting framework, establishing forecasting cadences that improved budget to actual visibility across business units.

ADJUNCT INSTRUCTOR

07/2019 – Present

Harvard Medical School | Boston, MA

- Design and deliver graduate curriculum on healthcare strategy, leadership, operations, and applied finance to 75+ physician and executive learners annually.
- Coach physician leaders on translating clinical challenges into strategic and financial frameworks for executive decision making.

DIRECTOR, CORPORATE DEVELOPMENT

09/2020 – 01/2023

Johns Hopkins Medicine | Baltimore, MD

Owned corporate development and growth strategy for health system, leading physician practice acquisitions, new venture development, and strategic partnerships to increase revenue and expand clinical capacity and market presence.

- Owned corporate development end-to-end for the health system, sourcing, valuing, diligencing, negotiating, and integrating acquisitions, closing 3 deals that added \$15M+ in annual revenue.
- Built the organization's standing M&A playbook and financial due diligence framework (DCF, IRR, sensitivity analysis), the operating model used to evaluate every inorganic growth opportunity.

- Led cross functional deal teams across Legal, Finance, Operations, and Physician Leadership, building the trusted relationships that made post close integration and retention successful.
- Developed investment cases and ROI analyses that won \$10M+ in capital commitments from executive leadership for service line expansion.

SENIOR MANAGER, STRATEGY & DEVELOPMENT

09/2019 – 09/2020

Massachusetts General Hospital | Boston, MA

Drove strategic planning and business development for Digestive Health service line (\$100M+ revenue), leading market expansion, partnership development, and long-range financial planning.

- Built the enterprise strategy for a \$100M+ revenue service line from scratch, combining market sizing, competitive benchmarking, and 5-year financial projections into the capital allocation roadmap leadership adopted.
- Sourced and evaluated partnership opportunities with referring physician groups, building ROI models and investment cases that expanded geographic reach and patient volume.
- Owned the business case framework for new clinical program launches, including centers of excellence, presenting investment recommendations that secured leadership approval and funding.

FINANCE MANAGER

06/2018 – 09/2019

Massachusetts General Hospital | Boston, MA

Selected for a competitive finance leadership development program with the Massachusetts General Physicians Organization (MGPO), supporting the CFO and senior leaders on financial, strategic, and operational priorities.

- Owned P&L oversight and vendor contract negotiations for the Blood Factor program, building the financial modeling discipline later applied to enterprise strategy and M&A.
- Built 5-year scenario models that surfaced a projected \$60M margin gap and directly informed leadership's capital planning recommendations.
- Conducted telehealth cost modeling that informed published research in the Journal of Telemedicine and e-Health.

OPERATIONS MANAGER

01/2015 – 11/2017

JPS Health Network | Fort Worth, TX

- Managed financial and operational performance for 3 outpatient clinics and DSRIP programs, exceeding quality and volume KPIs to capture \$7M+ in value-based incentive payments, the highest performance in program history.
- Developed financial projections and business cases for service expansion, informing transformation efforts that improved clinic throughput and operational efficiency.

EDUCATION

Master of Science in Healthcare Administration | University of Texas at Arlington, 2018

- 4.0 GPA | Beta Gamma Sigma Honor Society | Utley Fellowship Recipient | AACSB Accredited

Bachelor of Arts in Human Communication | Minor: Psychology | University of Northern Colorado, 2013