



John Cross

Managing Director
C-Suite IMPACT CFOs

About John

A Certified Public Accountant who launched his career at a public accounting firm servicing the medical, manufacturing, chemical, restaurant group, real estate and private equity industries. Subsequently, he transitioned to private accounting, accepting the role of Vice President of Finance for a major oncology practice at the John Theurer Cancer Center, a division of Hackensack Meridian Health. As the lead financial officer, he effectuated optimization via taming costs and leveraging equity and debt, resulting in increased margins. This strategy launched a period of aggressive growth for the practice, thus freeing capital to launch numerous related entities, encompassing varying enterprises. Under his tenure the practice achieved a valuation and subsequent acquisition by a leading pharmaceutical entity for \$1.1 billion.

Additionally, as the trusted financial expert, John was tasked with navigating a private equity infusion for the launching of a start-up concern in the value-based care space. This was realized by navigating financial complexities that embraced technology, instituting internal control processes, and delegating to trusted managerial level partners.

Experience

Strategic and financial executive and trusted advisor to the CEO and hospital executive team on strategic planning, finance, capital, risk, operations, change and project management, facilities and construction, business development, and merger and acquisitions.

Manage teams of 100+ professionals including consultants and vendor management. Effective communicator with all stakeholders - board members, hospital and system senior leadership, department directors, community and business leaders and government agencies in building collaborative relationships.

Expertise

- Formulation of strategic solutions with a hands-on approach while maintaining ethical standards.
- Collaborator, known for cultivating relationships to achieve a high reliability organization to continuously improve patient health, healthcare delivery, ensure safety, build community and develop shared leadership.
- Lead teams, model professional integrity, accountability, innovation and resilience.
- Strategic partner in numerous M&A and PE collaborations.

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IMPACT**
CFOs

 973 444 2787

 jcross@csuiteimpact.com

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