

# BRIGID EPHAULT

## STRATEGY, OPERATIONS & TRANSFORMATION EXECUTIVE

Growth & Business Development | Healthcare & Managed Care | Product & Technology | Venture Strategy | Real Estate  
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### EXECUTIVE PROFILE

Strategy, operations and transformation executive with 20+ years of experience in corporate growth, venture development, product commercialization, real estate and operating-model design. Wharton MBA and founder with results in revenue growth, capital strategy and cross-functional execution. Works on both sides of the capital table: preparing companies for investment and evaluating opportunities for investors. Since 2023, has also directed complex New York Medicaid, managed long-term care, disability-housing and community-transition initiatives, building working relationships across payers, providers, legal advocates and government offices. Applies executive discipline and systems thinking to healthcare access, consumer experience, partnerships and institutional accountability.

### SELECTED EXECUTIVE IMPACT

200+ companies evaluated • 75+ founders advised • \$100M+ aggregate capital raised by advised ventures • ~\$2.5M Petram pre-sales pipeline • ~40% H&R revenue growth • QVARTZ mandates: \$30M+ funding; up to 75% revenue and 65% market-penetration gains • OHS housing placement in <6 months; 12 hours/day home care and critical DME approvals

### EXECUTIVE AND OPERATING SCOPE

Corporate & Growth Strategy • Operations & Transformation • Business Development & Partnerships • Product Strategy, Testing & Launch • Technology, Web/UX & CRM • GTM & Commercialization • Investor Relations, Diligence & Valuation • SOPs, Automation & KPIs • Medicaid, MLTC & HCBS Systems • Real Estate, Community Integration & External Relations

### EXECUTIVE AND ADVISORY LEADERSHIP

#### **Founder, CEO & Principal Strategist | Gotham Meridian Group** *2015–Present*

- Founded advisory practice in 2015, formalized as Gotham Meridian Group in 2025; serve as fractional executive partner to founders, CEOs and investors on growth strategy, market entry, operating-model design and transformation.
- Build product/GTM roadmaps, web/UX, CRM and lifecycle processes, pipelines, SOPs, dashboards and automation; lead interdisciplinary teams and specialist partners across product, sales, operations and finance.
- Advise on both investor readiness and investment assessment: capital narratives, fundraising strategy, opportunity sizing, founder evaluation, valuation and execution risk.

#### **Head of Equity Capital, Marketing & Business Development | AndersonSharp Capital** *2024–2026*

- Led capital and commercial strategy for real-estate assets and private-company opportunities; assessed market potential, company/asset valuations, investor positioning and expansion scenarios.
- Built investor-facing materials, digital presence, CRM and business-development pipelines while cultivating developer, lender, founder and institutional relationships.

#### **Fractional Head of Marketing & Sales | Petram Technologies** *2024–2025*

- Developed technical-product commercialization strategy, target segments, brand/website, GTM, enterprise outreach and sales infrastructure; supported successful Plug and Play accelerator participation.
- Built approximately \$2.5M in product pre-sales pipeline and established relationships with two Fortune 200 companies.

#### **Director, Marketing & Business Development | H&R Construction** *2003–2013*

- Progressed through marketing, public relations and client-relations leadership into a director role; drove commercial pursuits and account development for \$1M–\$20M+ projects, contributing to ~40% revenue growth.
- Developed digital acquisition and proposal programs; built major institutional relationships including Syracuse University and SUNY ESF while aligning growth commitments with project capacity.
- Led key-account retention and cross-functional client relations; supported hiring, training and the transition of client-relations responsibilities into a dedicated leadership function.

## HEALTHCARE, COMMUNITY INTEGRATION AND PUBLIC SYSTEMS STRATEGY

### Healthcare & Public Systems Strategy / Community Transitions | Independent Initiative, NY 2023–Present

- Directed complex institutional-to-community transition work for a medically fragile adult with major mobility and communication disabilities; aligned clinical providers, nursing facilities, Medicaid, MLTC, TBI Waiver/HCBS, benefits, housing, rehabilitation and home-care delivery.
- Most recently secured an Olmstead Housing Subsidy-supported apartment on Manhattan's Upper East Side in under six months; obtained authorizations for a power wheelchair, hospital bed and 12 hours/day of home care through standard MLTC/managed care.
- Built medical-necessity records and navigated Medicare/Medicaid coordination, DME/service-plan reviews, utilization decisions, internal appeals and fair hearings; pursued disability accommodations, resident rights and continuity of care.
- Cultivated ongoing working relationships with MetroPlusHealth, Healthfirst and Anthem; CIDNY, NYAIL/ILNY, RRDC and waiver providers; Disability Rights New York, legal and ombudsman advocates, rehabilitation specialists, housing partners and direct-care agencies.
- Coordinated escalations with NYSDOH, NYC HRA, Social Security and state/local legislative constituent-services offices; researched FOIL records, program contracts and oversight gaps while navigating survivor-sensitive housing and benefits needs.

## VENTURE, CONSULTING AND REAL ESTATE EXPERIENCE

### Venture Strategy Advisor, Independent Contractor | QVARTZ 2013–2016

- Embedded with corporate-venture teams on GTM, cross-border expansion, partnerships and investor narratives; target startups reported \$30M+ capital secured, up to 75% revenue growth and 65% market-penetration gains.

### Consultant / Strategic Advisor | LIBR, Europe / London 2019–2024

- Advised international teams on corporate/growth strategy, market entry, positioning, customer acquisition and partnerships.

### Business Consultant / Project Manager | Libertas Preitum Consulting 2013–2024

- Served 50+ client accounts across business strategy, product implementation, digital/UX, CRM/data, customer success, adoption and process redesign.

### Real Estate Investment Specialist | Weichert Companies 2004–2014

- Represented commercial and residential buyers/sellers, negotiated transactions and advised investors on market opportunities and portfolios; additional work with Katz Real Estate Investment. NYS salesperson re-licensing underway.

## SELECTED VENTURE ADVISORY AND PROJECTS

**Sizzle Pop / Sustainable Beverages LLC | Growth & GTM Advisor.** Investor-readiness review, TAM/SAM/SOM, competitive landscape, unit economics, commercialization, distribution and pitch/financial narrative (2026).

**Brunswick Social Club / Arena | Investor Presentation Project.** Revised pitch decks, revenue/customer assumptions and financial-story materials for a hospitality membership venture (2025).

## SELECTED CLIENT AND INSTITUTIONAL WORK

H&R client accounts: Syracuse University, SUNY ESF, Lowe's, Kohl's, Panera Bread and Target. Nonprofit/technology collaboration: JDRF with HubSpot (circa 2015). Venture project work: Petram, Sizzle Pop and Brunswick.

## EARLIER LEADERSHIP

Gold's Gym | Program Director (2007–2012): programs, member experience and team leadership. • Starbucks | Store Manager: daily operations and staff. • FNCB Bank | Banking & Loan Support (1997–2000): transactions, credit and loan processing.

## EDUCATION AND PROFESSIONAL DEVELOPMENT

MBA, The Wharton School, University of Pennsylvania • Bachelor's degree, Psychology, Le Moyne College • Master's Certificate, Project Management, Colorado State University Global

Selected executive education: Harvard leadership; University of Maryland digital marketing/product/agile; Penn UX; University of Washington IT project/program management; Columbia remote leadership; Rice organizational diversity.

## MILITARY, MENTORSHIP AND SERVICE

U.S. Air Force Veteran • Mentor to founders, young professionals, students and women in business (Philadelphia/NYC) • St. Ignatius Loyola: Eucharistic Minister, Hospitality and Ignatian Social Justice; completed 19th Annotation • City Relief and disability/housing service • Book in progress: Scale Without Chaos: The Gotham Meridian Method.