



Milissa Campbell

Fractional Executive Chief Data Officer / Chief Analytics Officer / Chief Strategy Officer

About Milissa

Milissa is a respected executive leader recognized for delivering business-transforming results through empathetic leadership, risk management, workforce modernization, and integrating new AI-driven technologies. With more than 20 years of experience across healthcare, manufacturing, and life sciences, she has led transformational business growth at both Fortune 500 companies and scaling start-ups.

She has advised technology startups and nonprofit boards while consistently demonstrating the power of data and analytics to drive growth. Throughout her career, Milissa has cultivated a command over the power of analytics and data to make a significant impact on business outcomes, including delivering over \$100M in measurable business impact.

How Milissa Has Helped Businesses Optimize Performance

- **Revenue Impact** – As a proven leader, Milissa has held full P&L responsibility, driving \$100M in revenue impact within the healthcare industry and achieving 5x pipeline growth year over year. Her leadership of enterprise-wide analytics for Medicare/Medicaid payers generated an additional \$40M+ in revenue from improved Star Ratings.
- **Transformation Leadership** – Milissa has sold and led \$50M+ transformative data initiatives, including AI Blueprint, Data Monetization, and Workforce Modernization, achieving 18% YoY revenue growth for large national and regional blues plans.
- **AI/ML Strategy and Implementation** – Developed AI/ML Strategy, Data Governance, and Workforce Modernization offerings to transform client operations, resulting in a client base that expanded from healthcare to include medical supply, life sciences, products and goods, and agriculture manufacturing.
- **Go-to-Market Strategy Leadership** – Milissa is responsible for building and launching five new service offerings, including AI/ML Strategy, Data Monetization, and Star Ratings Analytics, driving \$3M in first-year revenue for a boutique consultancy.

Expertise

Industry Experience

- Healthcare
- Manufacturing
- Life Sciences

Specialties

- Executive Leadership
- Program Management
- Operational Excellence
- Client Relationship Management
- Revenue Impact
- Account Growth Strategy
- Consulting & Sales
- Healthcare Payer Operations
- Technology & AI/ML
- Risk Adjustment
- Provider Contracting
- Go-to-Market Strategy
- Leadership of Cross-Functional Teams
- Enterprise AI Implementation
- AI accelerated Data Governance
- P&L Management
- Predictive Analytics
- Machine Learning Operations

Contact Information

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Technology Leadership Experience

- AI Strategy Advisor, NUStudio.AI, Dallas, TX
- Strategic Advisor, SNT Biotech, Plainfield, IL
- Strategic Advisory, Geneoscopy, St. Louis, MO
- Vice President of Health Plan Consulting, NTT DATA Services, Nashville, TN
- Americas Partner Director for Health & Life Sciences, Principal Industry Consultant, Healthcare, Teradata, Dallas, TX
- Senior Manager, Digital / Health Analytics, Accenture, Irving, TX
- Director of Clinical Outcomes/Business Informatics, LifeSynch/Humana, Louisville, KY
- Consultant Liaison, Summer Street Research Partners, Boston, MA

Clients and Companies Served

- UnitedHealth Group
- Centene
- WellCare
- Humana
- Cigna HealthSpring
- BCBS Michigan
- BCBS Massachusetts
- BCBS Louisiana
- Gateway
- Highmark
- Health Care Services Corporation (HCSC)
- BCBS AZ
- WalMart Health
- Kubota Tractor
- MediCal Sister Plans

Education

- B.A. – Political Science – University of South Florida