

# BRADLEY W. PETERSEN

*Founder-CEO. Two Healthcare Technology Exits.*

*Building Production AI Infrastructure for High-Stakes Decisions.*

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## EXECUTIVE SUMMARY

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Forty years building, scaling, and exiting healthcare technology businesses. Two founder exits to Kaufman Hall and Madison Dearborn Partners and into IBM Watson Health. Currently founding Orbis Scientia, shipping production AI infrastructure for high-stakes workflows, and finishing a doctoral thesis at the Daniels College of Business advancing Petersen's Theory of Innovation Alignment. Open to CEO, Chief AI Officer, Chief Strategy Officer, and similar senior leadership roles, full-time or fractional, and to consulting engagements where AI investments need to deliver in high-stakes environments.

## CORE COMPETENCIES

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AI Strategy and Governance | Enterprise AI Infrastructure | Healthcare Analytics | AI Decision Architecture  
Founder-to-Exit Operating Experience | Board and C-Suite Leadership

## PROVEN TRACK RECORD ACROSS FOUR AREAS

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Forty years across consulting, founding, leading, and now scholarship compound into depth in four areas: product, sales, strategy, and technology. Most senior executive candidates can claim depth in one or two. Few have all four at the level this work requires. AI expertise runs through all four.

### Product

Architect of five healthcare technology platforms across three businesses: the Cost Quality Management System and Case Mix System at Accenture reaching 400+ hospitals nationally; the Data Comparison Reporting System and Clinical Financial Information System at the Voluntary Hospitals of America acquired into IBM Watson Health; and the Total Benchmark platform at American Healthcare Solutions scaled to 1,000+ hospital and health system clients before the 2016 sale to Kaufman Hall and Madison Dearborn Partners. Currently shipping three product properties under Orbis Scientia: OrbisFramework, Orbis Scientia, and OrbisScholar. Five healthcare technology platforms taken to market and sold. Three more shipping today.

### Sales and Revenue

Personally responsible for adding more than 400 new clients to Accenture during the healthcare business intelligence era. Scaled the VHA business intelligence business from inception to 900+ hospital clients in four years, an enterprise acquisition pace of more than 225 clients per year. Scaled Total Benchmark Solution to 1,000+ hospital and health system clients before the 2016 exit. Currently selling OrbisFramework to enterprise buyers across tech, healthcare, and other high-stakes industries. Most C-suite candidates have led sales organizations. Few have personally built three of them from zero to enterprise scale.

## Strategy

Forty years of strategic decisions in healthcare technology, including the business plans for new business units at Accenture and the strategic positioning behind two exits. The intellectual layer is current and active: an architectural argument in *The High Stakes Decision*, a methodological argument in *Beyond the Average*, and a doctoral research program at the Daniels College of Business advancing Petersen's Theory of Innovation Alignment. Strategy is not just past practice. It is published thinking the buyer can read before the engagement starts.

## Technology and AI

Engineering training at Ford and Chrysler, including the first 50-mpg result on the EPA highway test at Chrysler. Architect of five healthcare technology platforms across the consulting and founder-CEO years. Currently shipping OrbisFramework as the production enterprise AI infrastructure layer with 100+ AI models, per-step engine selection, live data integration, audit and compliance trail, and air-gapped deployment for defense, intelligence, and healthcare. Most senior candidates with AI strategy credibility do not have production platforms behind them. The platform is the proof.

## CURRENT ROLES

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### **Founder and CEO, Orbis Scientia, Steamboat Springs, CO** **2024 to present**

Founder and CEO of three product properties shipping or finalizing for launch: OrbisFramework (production enterprise AI infrastructure for high-stakes workflows), Orbis Scientia (intelligent research workflow platform), and OrbisScholar (Gen AI Mastery competency-based course). Architectural thesis: alignment of necessary conditions and weakest-link reasoning operationalized in production code.

### **PhD Candidate, Daniels College of Business, University of Denver** **2024 to present, expected 2027**

Dissertation: Petersen's Theory of Innovation Alignment and Post-IPO Value Creation, using GenAI-augmented content analysis of S-1 and F-1 IPO filings, applied to a longitudinal sample of post-IPO technology companies. Two peer-reviewed conference proceedings published in 2026 from the broader research stream (Western Economic Association International Annual Conference; American Marketing Association Summer Conference).

## SENIOR LEADERSHIP EXPERIENCE

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### **Founder and Chairman, American Healthcare Solutions, Inc.** **1993 to 2024**

- Founded American Healthcare Solutions in 1993 as the parent operating company for healthcare performance improvement, quality and patient safety, and analytics consulting and technology engagements nationally.
- 200 hospitals improved from bottom-quartile to top-decile on national quality and patient safety benchmarks through the methodology deployed across the client base.
- Authored the Guidebook for Best Demonstrated Practices in Quality and Patient Safety, deployed across the client base.

### **Founder and Chairman, Total Benchmark Solution, LLC (subsidiary)** **2005 to 2016**

- 1,000+ hospital and health system clients on the Total Benchmark platform before exit, scaling the subsidiary into the analytics asset behind the transaction.
- Sale of Total Benchmark Solution to Kaufman Hall and Madison Dearborn Partners in 2016.

**Vice President, Voluntary Hospitals of America (now Vizient)****1989 to 1993**

- 900+ hospital clients acquired in four years, building the healthcare business intelligence business from inception to the largest hospital BI customer base in the country at the time.
- Architect of the Data Comparison Reporting System and the Clinical Financial Information System; both acquired into IBM Watson Health.
- 50,000+ healthcare executives and analysts reached as keynote speaker and conference organizer of the VHA Performance Improvement Conferences.
- Edited and authored the VHA Performance Improvement Quarterly Publication Series.

**Senior Manager, Accenture (formerly Andersen Consulting)****1979 to 1989**

- Established the firm's healthcare business intelligence business unit. Built the business plan and secured funding from the Partner Executive Committee.
- 400+ new clients added to the firm during the healthcare BI era, personally credited.
- 400+ hospitals nationally reached through two healthcare technology platforms architected at the firm: Cost Quality Management System and Case Mix System.
- Six major financial turnarounds delivered through the profit improvement methodology, moving hospital systems from significant operating losses to top-quartile margins.
- 1,000+ healthcare consultants, partners, and audit staff trained on the methodology. Authored Medical Records and DRGs and the Comprehensive Guide to Profit Improvement in the Healthcare Industry for the firm.

**Research and Development Engineer, Chrysler Corporation****1978**

- Redesigned the firm's computerized engine control system.
- First engineer at Chrysler to achieve 50 miles per gallon on the EPA highway emission test, working at the boundary of competing regulatory and performance constraints.

**Research Engineer, Ford Motor Company****1977 to 1978**

- Engineering training in nondestructive testing, statistical process control, and the principle that quality must be designed in rather than inspected after the fact. A member of the Quality is Job 1 team under Deming.

**TRAINING AND EDUCATION DELIVERED AT SCALE**

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Beyond the operating record, a sustained track record of building human capability at the scale of national markets and enterprise consulting practices.

- Firmwide curriculum for ERM and ERP at Accenture. Architect of the firm's global curriculum for the Resource Management practice area. Hybrid just-in-time, self-paced learning model integrated with expert-led instruction and firm knowledge assets. Foundational to what would later be recognized as knowledge-enabled consulting and learning-at-scale within professional services firms.
- Co-authored the Comprehensive Guide to Profit Improvement in the Healthcare Industry, the firm's applied methodology for hospital and health system financial turnaround, cost management, and revenue cycle optimization.
- Conducted firmwide training of consultants and partners on the profit improvement methodology. Six major financial turnarounds delivered using the framework, moving hospital systems from significant operating losses to top-quartile margins.

- 1,000+ healthcare consultants, partners, and audit staff trained at Accenture on the firm's Medical Records and DRGs methodology. Authored the underlying training monograph.
- 50,000+ healthcare executives and analysts reached through Voluntary Hospitals of America Performance Improvement Conferences and via interactive satellite television broadcasts and live programming. Keynote speaker and conference organizer.
- OrbisScholar, finalizing for launch. A 50+ hour competency-based practicum on Gen AI mastery for individual researchers, doctoral candidates, and faculty. 8 modules, 74 video lessons, 91 catalogued assets.
- HIMSS and HFMA invited and competitively selected presentations on healthcare information systems, business intelligence, electronic health records, and analytics-driven decision making.

## EDUCATION

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- Doctor of Philosophy in Business, University of Denver, Daniels College of Business (expected 2027).
- Master of Science in Engineering, University of Michigan.
- Bachelor of Science in Engineering, University of Michigan, Summa Cum Laude (3.95 / 4.0).

## INDUSTRY COVERAGE

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**Healthcare and Academic Medical Centers.** Vizient, Premier, Ascension Health, Trinity Health, Mayo Clinic, Cleveland Clinic, Stanford Health Care, Massachusetts General Hospital, Cedars-Sinai, and 1,000+ additional hospitals and health systems.

**Financial Services and Managed Care.** United Healthcare, Blue Cross Blue Shield, Sanus Corporation Health Systems.

**Technology, Retail, Transportation, and Energy.** Target, Northwest Airlines, Husky Oil.

**Higher Education.** Arizona State University, Drexel University, Colorado College, Ohio State University.

**International.** Australian Government Department of Health and Aged Care, United Kingdom National Health Service.

**Professional Services.** Accenture, KPMG, Huron Consulting Group, Kaufman Hall.

## HONORS

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**Academic Distinction.** Summa Cum Laude, University of Michigan (3.95 / 4.0). Master's fully funded by Cummins Engine Company.

**National Honor Societies.** Tau Beta Pi, National Engineering Honor Society. Pi Tau Sigma, National Mechanical Engineering Honor Society (Vice President).

**Professional Society Leadership.** Chairman, Society of Automotive Engineers, University of Michigan.

**Industry and Market Recognition.** Founder and Chairman, Total Benchmark Solution, LLC, acquired by Kaufman Hall (Madison Dearborn Partners), 2016. Architect of healthcare business intelligence platforms acquired into IBM Watson Health.

**Expert Testimony.** Expert analysis and testimony cited by the presiding judge in a summary judgment decision, intellectual property litigation.