

BRUCE LAWRENCE

EXECUTIVE PARTNER



Bruce Lawrence has a strong track record of providing transformative leadership to scale organizations for rapid market share growth and financial success. After 35 years as a nationally recognized executive for large, dynamic healthcare organizations, he has transitioned his expertise to strengthening and growing other corporations.

Bruce especially enjoys corporate strategy, board governance, mergers and acquisitions, executive transitions and relationship-building. Whether providing individual coaching to executives in the C-suite or working with a team, Bruce can serve as a thought partner or provide strategic direction for your team.

Bruce is the former President and CEO of INTEGRIS, Oklahoma's largest healthcare system, with annual revenues of \$1.5 billion, over 100 sites of care, and 10,000 employees. His leadership directives positioned the organization amongst the top 5% of nonprofit health systems in the country. And now he is ready to provide that same leadership to your company in a consultant role.

As a thought leader and visionary, Bruce provides mission-based leadership and board governance, while effectively articulating an organization's mission, purpose, and strategic direction. Bruce has established compensation structures for top executives and addressed CEO succession and performance management. He has been involved in complex mergers and acquisitions, in addition to financial reorganization. In current and past board roles, he restructured boards, balanced stakeholder interests, and prepped organizations to attain pace-setting market growth.

Bruce is married with four children and four grandchildren. He enjoys golf, piloting airplanes, flyfishing, reading, and travel. He especially enjoys escaping to the family cabin in Colorado.

Current Roles:

- Executive Partner – Magellan Executive Partners
- President and CEO of Lawrence Strategic Solutions, LLC
- Founding Partner and Managing Director of Pine Ridge Ventures, LLC
- VitalTech: Board Chair
- Verinovum: Board Member
- Proton Therapy Partners: Board Member
- Concord Health Partners (Investments): Advisor

Leadership History:

- INTEGRIS HEALTH: President & CEO; Board member
- American Hospital Association: Member of the AHA Board; Chair of Operations and Audit/Compliance; Member of Executive and Compensation Committee
- VIZIENT – Board Member; Chair of Audit and Compliance Committee; Member of Executive and Compensation Committees
- Oklahoma Hospital Association: Board Chair
- VaxCare: Shareholder and Advisory Board Member
- Cancer Treatment Centers of America: National Advisory Board
- Founding Partner of EquipCo Products, LLC
- Oklahoma City Chamber of Commerce: Board and Executive Committee
- United Way of Central OK: Board and Campaign Co-Chair

Honors:

- Leonard Duce Award – Trinity University Health Care Administration Alumni Association
- Cleveland Rogers Distinguished Service Award – Oklahoma Hospital Association

About Magellan Executive Partners:

Magellan's mission is to grow executives worth following and build businesses that thrive. Working with CEOs, business owners, leaders, and companies around the country each year, Magellan is known for its expertise in corporate growth strategies and executive development.



9400 Broadway Ext, Suite 140
Oklahoma, OK 73114
Phone: 405.286.2816
www.MagellanExecutivePartners.com