

Lisa Crymes, MBA, is a distinguished business and technology leader with over 25 years of experience, particularly in healthcare technology and digital health. She has a proven track record of driving innovation, product management, and revenue growth in both startup environments and large enterprises. Throughout her career, Lisa has held key executive roles, including fractional Chief Product Officer and Chief Revenue Officer, where she spearheaded new product launches, market penetration strategies, and growth initiatives.

Her expertise extends across care management, healthcare revenue cycle solutions, and digital health platforms, having led projects that brought groundbreaking technologies like Class II medical devices to market. As a thought leader in the field, Lisa has collaborated with stakeholders from diverse industries to develop strategic partnerships, optimize innovation frameworks, and ensure successful go-to-market execution.

Lisa's career includes leadership roles at companies like McKesson, Change Healthcare, and Preventic Diagnostics, where she managed full product life cycles, integrated clinical care paths, and utilized advanced analytics to predict healthcare outcomes. Her work in customer experience, digital transformation, and healthcare innovation has had a lasting impact on the industry.

In addition to her corporate accomplishments, Lisa is a Senior Advisor at HITLAB, contributing to strategic projects in healthcare technology innovation. She holds an MBA and a Bachelor of Science in Business Administration from Shorter University and is recognized for her involvement in professional organizations, including HIMSS and the Technology Association of Georgia.

With a deep commitment to leveraging technology to improve healthcare outcomes, Lisa Crymes continues to shape the future of digital health through her leadership and strategic vision.