



RUDISH HEALTH

Leadership Profile

**President and Chief Operating Officer
Acorn Credentialing Solutions**



acorn

Table of Contents

Opportunity Overview	3
Acorn Credentialing Solutions	4
Reporting Structure	5
Position Duties and Responsibilities	6
Candidate Qualifications	9
Compensation	10
Contact	10

Position
Organization
Location
Website

President and Chief Operating Officer
Acorn Credentialing Solutions
Remote with Occasional Travel
www.acorncredentialing.com

Opportunity Overview

Acorn Credentialing Solutions, a growing healthcare technology company, seeks a dynamic President and Chief Operating Officer to lead the organization through disciplined business operations, enterprise client delivery, and its next stage of growth.

An inaugural position, the President and COO will have broad authority for Acorn's daily operations, including client-facing implementation and delivery, internal resource and capacity management, financial performance, and cross-functional execution. As second-in-command, the President and COO will report to the CEO, partner closely with the CTO, maintain high visibility with the Board, and stand in for the CEO when required.

The ideal candidate demonstrates the following personal qualities...

- Able to define Acorn's culture and develop a sense of community
- Demonstrates strong alignment with Acorn's values, entrepreneurial culture, and leadership expectations
- Invests emotionally in the success of Acorn
- Is a strategist who can appreciate Acorn's resources and how to maximize them
- Is of high integrity – can grow and teach as a mentor as well as a manager
- Leads from the front

...and leads with the following professional qualities

- Savvy in technology-enabled workflow operations
- Knowledgeable about the credentialing business
- Translates domain complexity into scalable operations, client delivery, and product priorities
- Brings experience with payers and/or health systems
- Brings experience building and working with teams
- Is outgoing and able to work well with others
- Is entrepreneurial
- Brings visible energy, resilience, curiosity, and commitment to Acorn's mission and growth

Acorn values character and leadership mindset as highly as technical and industry experience.

Acorn Credentialing Solutions

Acorn Credentialing Solutions is a healthcare technology company focused on modernizing provider credentialing, enrollment, and provider data management. Acorn helps healthcare organizations replace manual, fragmented processes with a scalable platform built for operational control, compliance, and growth.

Acorn is a uniquely qualified team of medical, technical, and credentialing experts focused on improving all aspects of the credentialing process for hospitals and health systems, physician practice groups, payers, and pharmacies. We also have dentists and audiologists as customers. With an aim to significantly improve how healthcare practices and provider enrollments are managed, Acorn's smart, simplified, advanced solutions replace outdated, inefficient systems – adding value for users.

Acorn eliminates enrollment and credentialing errors, lost revenue, and user dissatisfaction by improving the integrity of credentialing data and processes.

The Acorn system:

- Refines, streamlines and virtualizes the entire credentialing process and management of physicians and other clinicians;
- Decreases time to revenue from patient care;
- Facilitates communication between stakeholders;
- Drives operational improvements and lowers costs; and,
- Mitigates risk.

Acorn's enrollment and credentialing platforms are offered as both SaaS and centralized business process solutions.

Read more about Acorn's clients [here](#).

Reporting Structure

Upon appointment, the successful candidate will assume the President and Chief Operating Officer titles. Matthew Jansen will continue as Chief Executive Officer, with primary responsibility for sales growth, company strategy, key relationships, market positioning, capital strategy, and Board leadership. The President and COO will report to the CEO, partner closely with the CTO, and participate in Board meetings regarding the functions under the role's responsibility.

Matthew Jansen

Chief Executive Officer

Matthew Jansen is Acorn's Chief Executive Officer. He has more than 20 years of experience in medical staffing and credentialing services, patient access, virtual care, and digital health enterprise solutions for healthcare organizations. His prior leadership roles include Director in KPMG's Government and Healthcare Life Sciences practice and Director of Business Development at Iron Bow Healthcare Solutions.

Supervisory Role

This leader will be responsible for oversight of the operations and customer success teams (approximately half of the Acorn team; the other half are in IT product development and sales).

Position Summary

The President and Chief Operating Officer (collectively, the “President”) serves as Acorn Credentialing Solutions’ senior operating executive and primary execution partner to the CEO. The President will have broad authority for the daily operation of the company and will translate strategy into repeatable execution, align commercial commitments with delivery capacity, and build the operating infrastructure required to scale revenue, customer performance, and margins. A central objective will be to move Acorn from founder-dependent execution toward a scalable and accountable operating model without losing the customer focus and entrepreneurial strengths that created its success.

The President is accountable for day-to-day operational performance, including implementation, customer success, internal operations, and cross-functional execution with Product, Technology, Sales, and Finance. The role will establish operating rigor, create visibility through data and metrics, and ensure Acorn can grow without sacrificing service quality, compliance discipline, or customer trust. In partnership with the CEO, fractional CFO, and accountant, the President will be accountable for operating-plan execution, forecasting, delivery economics, gross-margin improvement, cash and collections discipline, and the integrity of Acorn’s financial operations and Balance Sheet.

The CEO, CTO, President and Board Chair will meet virtually on the first and third Tuesday of each month. The purpose of the meetings is to build and maintain a constructive and mutually supportive working relationship amongst themselves and by extension the Acorn employees.

Primary Duties and Responsibilities

1. Operating Model Ownership & Cross-Functional Execution

Lead-to-Cash & Delivery Execution

- Own and continuously improve the end-to-end operating model from post-sale handoff through implementation, go-live, customer adoption, renewal readiness, and revenue realization.
- Define clear handoffs, SLAs, decision rights, and accountability across Sales, Implementation, Customer Success, Product, Technology, and Finance.
- Establish scalable implementation standards, launch readiness checkpoints, and delivery governance that improve predictability and reduce operational friction.

Product–Operations Feedback Loop

- Create a formal operating cadence with the CEO and CTO to surface customer issues, implementation bottlenecks, enhancement demand, and workflow improvement opportunities.
- Translate field feedback into structured product and process priorities, and ensure roadmap updates, release communications, and enablement materials are operationalized across the organization.

Systems & Data Integration

- Oversee the integration and optimization of core internal systems, including CRM, customer support, implementation workflows, and financial systems.
- Establish and maintain a trusted operating data foundation for customer, revenue, delivery, and performance reporting.
- Drive automation, standard operating procedures, and internal controls that support scale, consistency, and improved margin.

2. Board and Executive Leadership

Operating Plan & Resource Management

- Partner with the CEO and CTO to develop the annual operating plan, hiring roadmap, capacity model, and quarterly execution priorities.
- Own operational forecasting for delivery capacity, implementation demand, onboarding timelines, and service performance against company growth targets.
- Monitor resource utilization, implementation efficiency, and service delivery economics to support profitable growth.
- Own operational performance against the annual plan, including revenue realization, gross margin, operating expense discipline, cash management, and forecast accuracy.

Board Stewardship & Performance Reporting

- Prepare and present clear, data-driven reporting for the Board of Directors in partnership with the CEO and CTO.
- Develop and maintain an operational KPI scorecard addressing implementation cycle time, platform adoption, customer health, retention and expansion indicators, forecast accuracy, and operating efficiency.
- Surface material risks, bottlenecks, and required tradeoffs early, with recommended mitigation plans and ownership.

3. Customer Delivery, Retention & Service Quality

- Lead implementation and customer success functions to ensure a consistent, high-quality client experience from onboarding through ongoing account management.

- Serve as the senior escalation point for operational and service delivery issues, driving rapid resolution, root-cause analysis, and long-term corrective action.
- Establish standardized customer governance, health scoring, success planning, and executive review cadences for strategic accounts.
- Partner with Sales and account leadership to support revenue conversion, renewals, expansion, collections, and referenceable customer outcomes.

4. Team Leadership, Culture & Organizational Development

- Recruit, develop, and lead high-performing teams across implementation, customer success, and other operational functions assigned to the role.
- Build a strong bench of operational leaders with clear expectations, management routines, performance accountability, and succession depth.
- Translate company priorities into departmental OKRs and measurable operating plans that hold leaders accountable for outcomes, not activity.
- Foster a culture of ownership, transparency, urgency, and continuous improvement appropriate for a scaling healthcare SaaS company.

5. Compliance, Risk & Operational Infrastructure

- Oversee operational processes and controls that support client commitments, implementation quality, audit readiness, and internal compliance requirements.
- Partner with the CTO and other internal leaders on SOC 2, HIPAA, data governance, vendor oversight, issue management, and business continuity practices that affect operational delivery.
- Ensure critical workflows are documented, monitored, and continuously improved to reduce execution risk as the company scales.

Success Measures for the First 12 Months

- Establish a clear company operating cadence, KPI scorecard, decision rights, and executive reporting rhythm within the first 90 days.
- Define role clarity, handoffs, performance expectations, and accountability across key operating functions.
- Demonstrably improve implementation predictability, delivery quality, customer issue-resolution performance, and executive visibility into account health and operational risk.
- Build and execute a credible capacity, staffing, and financial plan aligned with revenue, margin, and delivery targets.
- Strengthen retention, expansion readiness, customer-health visibility, and the product-operations feedback loop so customer and delivery insights consistently inform execution priorities.

Candidate Qualifications

- Bachelor's degree plus 10 years of progressive operations experience or an equivalent combination of education and experience.
- Deep alignment with the company's values, mission, and startup culture.
- Proven ability to work effectively with a founder or entrepreneurial CEO.
 - Demonstrated experience helping a founder-led healthcare technology or technology-enabled services business develop a more mature, repeatable operating model.
 - Experience converting vision and commercial opportunity into disciplined execution while maintaining clear roles, transparency, and mutual trust.
- Proven experience as a COO, President, Chief Delivery Officer, Chief Customer Officer, VP of Operations, business unit leader, or similar senior executive in a healthcare technology or technology-enabled services organization.
- Domain experience in healthcare credentialing, provider enrollment, CVO operations, provider data management, network operations, or a related provider-operations function.
 - Fluency in relevant performance metrics, compliance expectations, and client delivery requirements.
 - Candidates may bring enterprise-wide leadership experience or leadership of a significant credentialing, enrollment, provider-data, network-operations, or technology-enabled services business unit within a larger healthcare organization.
 - Familiarity with CMS, NCQA, delegated credentialing, HIPAA, SOC 2, and audit-readiness expectations.
- Strong track record leading complex enterprise implementations, client delivery, executive escalations, and strategic customer relationships in a fast-paced growth environment.
- Experience scaling SaaS-enabled services, BPO-enabled operations, or technology-enabled healthcare services through a stage comparable to Acorn's current growth phase.
- Excellent people leadership, organizational development, cross-functional management, and team-building skills.
- Strategic, commercially minded operator with a data-driven and results-oriented mindset.
- Exceptional communication and interpersonal skills.

Compensation

An attractive base salary and performance compensation, equity, and benefits package will be offered commensurate with the candidate's experience.

Contact

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