

Brian Rayl, MBA, BSN, RN, CCRN, CFRN, EMT-P

Operations Executive | Healthcare Leadership | Strategic Data Analyst
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Professional Summary

Performance-driven **Chief Operations Officer** and **Clinical Leader** with over 25 years of experience leading high-stakes operations across the technology and healthcare sectors. MBA-qualified strategist with a proven track record of managing **\$600k+ operating budgets**, orchestrating successful company acquisitions, and driving significant improvements in both customer retention (**20% churn reduction**) and clinical outcomes (**300% improvement in intubation success**). Expert in **Change Management** and **Process Optimization**, adept at leveraging data to identify risks and implement scalable growth strategies.

Professional Experience

EMS Educator / CQI Specialist | Medical City – Plano, TX | 2023 – Present

- **Clinical Excellence:** Engineered an intensive training initiative that improved **first-pass intubation rates by over 300%**.
- **Quality Improvement:** Reduced medical protocol deviations by **74%** through rigorous record reviews and corrective action plans.
- **Program Development:** Created and distributed proprietary training curricula to ensure regional compliance with advanced standards of care.

Flight Nurse / Paramedic | Air Methods Corp – Dallas, TX | 2022 – 2023

- **Field Training:** Served as a Field Training Officer (FTO), mentoring new hires and standardizing high-pressure clinical decision-making protocols.
- **Stakeholder Relations:** Acted as a central liaison between physicians, technologists, and families to ensure seamless care transitions.

Flight Nurse / Paramedic | Woman's Hospital of Texas – Houston, TX | 2021 – 2022

- **Clinical Collaboration:** Awarded 2021 "**Team Member of the Year**" for outstanding multidisciplinary case management.
- **Quality Review:** Provided critical documentation used for internal quality reviews and compliance audits.

Chief Operations Officer | Happy Grasshopper – Tampa, FL | 2020 – 2021

- **Churn Reduction:** Orchestrated a **20% reduction in customer churn within 90 days** by performing a 5-year data cohort analysis to identify retention triggers.
- **Cross-Functional Leadership:** Integrated Support, Onboarding, and IT workflows; implemented automated "Early Warning" alerts via CRM triggers.
- **Systems Optimization:** Overhauled operational processes using **Asana** and **Infusionsoft/Keap** to optimize productivity.

RN, Pediatric Emergency Room | Texas Children's Hospital – The Woodlands, TX | 2018 – 2020

- **Crisis Triage:** Worked independently as the primary point of contact for patients and families, requiring independent evaluation, rapid assessment, and prioritization of multiple patients.
- **Mentorship:** Acted as a Preceptor, overseeing the training and integration of new staff into a high acuity environment.

Chief Operations Officer & Co-Founder | Home Value Leads – North Hollywood, CA | 2013 – 2017

- **Scale & Exit:** Led the operational setup and maintenance of a real estate SaaS firm, culminating in a **successful acquisition by a national firm.**
- **Fiscal Stewardship:** Managed a **\$750k annual operating budget** and directed all aspects of customer support, sales, and marketing.

PICU RN & Charge Nurse | Children's Medical Center – Dallas, TX | 2010 – 2018

- **Operations Management:** Served as **Relief Charge Nurse**, responsible for evaluating patient care, prioritization, patient assignments, coordinating resources, and dispute resolution.
- **Quality Improvement:** Conducted detailed medical documentation reviews to ensure alignment with hospital best practices.

Emergency Room & Critical Care RN | Mission Regional Medical Center – Mission, TX | 2007 – 2010

- **Critical Care:** Managed high-acuity patients as a Triage Nurse, Charge Nurse, and Rapid Response Team member.

EMS Paramedic, Clinical Educator, & FTO | Medicare EMS – McAllen, TX | 2000 – 2007

- **Training and QA Oversight:** Led EMS training programs and medical chart reviews focusing on quality assurance and adherence to medical guidelines.

Education & Certifications

- **Master of Business Administration (MBA)** | Western Governors University, 2023
- **Bachelor of Science in Nursing (BSN)** | Western Governors University, 2018
- **Associate Degree in Nursing (ADN)** | South Texas College, 2007
- **Certifications:** Registered Nurse, CCRN (Critical Care), CFRN (Flight)
- **EMS Credentials:** Texas Paramedic, Texas Paramedic Instructor

Technical Proficiencies

- **Operations/CRM:** Infusionsoft (Keap), Happy Grasshopper, Zapier, Google Workspace
- **Financial/Billing:** Chargebee, Stripe, Square, PayPal
- **Project Management:** Asana, Trello, Microsoft Teams, Slack, Zoom, RingCentral