

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

Legal Nurse Consultant | Operations Executive | Healthcare Leadership | Strategic Data Analyst
214-601-4192 | 6604 Fortuna Ln, McKinney, TX 75070

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 **\$750k+ 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

Principal and Founder | Brian Rayl, LLC – McKinney, TX | 2024 – Present

- **Legal Nurse Consulting:** Partner with multidisciplinary stakeholders to provide authoritative case merit screenings, chronological reporting, and objective analysis on medical malpractice and personal injury cases to identify deviations from standards of care for legal counsel and compliance audits.
- **Strategic Advisory:** Bridge the gap between reality and business strategy, translating operational bottlenecks into actionable insights for high-stakes decision-making.
- **Risk Mitigation & QA:** Evaluate institutional workflows, identify systemic vulnerabilities, and recommend data-driven quality improvements.

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 | Medcare 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.

Executive Board Experience

Founder & Board Chair | Foundation for Humanity (501c3) | 2024 – Present

- **Organizational Governance:** Recruited and lead a multi-person Board of Directors to provide fiduciary oversight, strategic vision, and legal/regulatory compliance for the umbrella foundation and its subsidiary initiatives.
 - **National Chapter Architecture:** Spearheaded the vision, design, and operational framework for the First Responder Relief Fund, establishing a nationwide charter system to support public safety personnel across the United States.
 - **International Operational Scaling:** Launched the Clean Coast Crew environmental initiative, successfully coordinating cross-functional volunteer teams to execute quarterly conservation operations across Texas, Florida, and international locations.
 - **Strategic Vision:** Leverage an executive background in operations and healthcare to cultivate a culture of compassion, driving scalable community initiatives that align public goodwill with measurable grassroots impact.
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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
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Technical Proficiencies

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