



Lowell Price

CSO

About Lowell Price

An accomplished Chief Growth Officer with 25+ years of progressive expertise, Lowell builds, scales, and transforms commercial healthcare organizations. With a proven track record, he advises portfolio company leadership and boards on go-to-market strategy, revenue acceleration, and commercial transformation. An executive coach and mentor, Lowell specializes in high-performing commercial teams and geographic expansion. A strategic advisor on payer engagement, pricing strategy, and channel optimization for healthcare services companies, he drives business development and commercial strategy initiatives.

How Lowell has Helped Businesses Grow

- Achieved 20%+ YoY above-market growth for three consecutive years, significantly outpacing industry benchmarks, leading growth initiatives at Home Care Delivered.
- Accelerated brand presence and market expansion architecting and executing strategic acquisition of Medline's Post Acute DME business unit.
- Established 80+ health plan partnerships with managed Medicaid, Medicare Advantage, and commercial plans by spearheading engagement strategy.
- Achieved high double-digit YoY growth (three consecutive cycles) while scaling revenue from \$110 million to \$675 million (6x) leading post-acquisition transformation prior to successful exit at Evidera.
- Repositioned business on high single-digit growth trajectory, reversing three-year declining growth trend at GE Healthcare.
- Generated \$15 million and \$24 million revenue in successive years through team development and new channel integration. Developed first-year team funnel of \$110 million in new pipeline opportunity.
- Recognized with GEHC Circle of Excellence, Gold Award and External Focus Awards for Imagination & Courage and Leadership & Vision.

Executive Experience

- Founder & Principal, Fractional Chief Commercial Officer, Pricepoint Consulting LLC
- Chief Growth Officer & SVP, Business Development, Home Care Delivered
- Vice President, Global Head of Commercial, Evidera (PPD)
- Vice President, Sales, Healthcare Digital, GE Healthcare
- General Manager, Commercial Operations, HCIT Americas, GE Healthcare
- Director of Commercial Operations & Commercial Integration Leader, API Healthcare
- Southeast Commercial Leader, GE Healthcare, Asset Management Solutions
- Area Business Manager, Sepracor Inc.

Expertise

Industry Experience

- Healthcare
- Education
- Health and Wellness
- Defense

Specialties

- Go-to-Market Strategy
- Channel Strategy
- Sales Growth
- Sales Force Effectiveness and Enablement

Education

- MBA, The University of Chicago Booth School of Business
- Questrom School of Business, Boston University
- BA, Political Science, Norwich University

Contact Information

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