

Michael G. Webb

Adjunct Professor | Healthcare Executive | Entrepreneur | U.S. Army Officer

Tommy and Victoria Baker School of Business, The Citadel | mwebb8@citadel.edu

Healthcare executive, entrepreneur, educator, and U.S. Army officer with more than 17 years of leadership experience across healthcare, technology, and military organizations. Professional experience includes senior leadership roles with Fortune 500 organizations, national commercial leadership, multi-billion-dollar healthcare operations, healthcare AI, patient access, and organizational transformation. Teaching emphasizes the practical application of management theory, leadership, judgment, data, and the responsible use of AI in managerial work.

ACADEMIC APPOINTMENT

THE CITADEL - TOMMY AND VICTORIA BAKER SCHOOL OF BUSINESS

Adjunct Professor, Department of Management and Entrepreneurship 2026 - Present

- MGMT 301: Principles of Management, connecting foundational management theory with contemporary cases, data, AI applications, and real-world organizational decision-making.

EDUCATION

Master of Business Administration (MBA) - Kellogg School of Management, Northwestern University

Bachelor of Science (B.S.), Finance - Farmer School of Business, Miami University

PROFESSIONAL EXPERIENCE

H-MINUS INC. | Founder / CEO 2025 - Present

- Formed a healthcare technology venture focused on healthcare AI, patient access, and non-clinical care coordination.
- Developing rules-driven and AI-enabled approaches to identify access barriers, coordinate support services, and improve operational consistency and traceability.

ASSISTRX | Vice President, Business Development 2024 - 2025

- Led strategic business development and partnerships across pharmaceutical patient support, specialty therapies, digital enablement, and healthcare technology.
- Worked cross-functionally with product, operations, clinical, and technology teams to design patient access solutions for complex therapies.

FATHOM HEALTH | Principal 2023 - 2024

- Advised healthcare founders and investors on patient access, specialty pharmacy, AI-enabled operations, market strategy, and build-partner-buy decisions.

UNITEDHEALTH GROUP - OPTUMRX | Vice President of Growth 2022 - 2023

- Led national commercial teams and growth strategy within a multi-billion-dollar pharmacy and healthcare technology business.
- Advanced customer experience, analytics, organizational design, and strategic growth initiatives serving health systems, prescribers, and patients with complex needs.

BIOMATRIX SPECIALTY PHARMACY | Vice President, Growth; National Director 2019 - 2022

- Executive leader with proven success in designing and executing go-to-market strategies and scaling a \$400M specialty portfolio across multiple high-acuity therapeutic areas.
- Built and developed commercial leadership teams, operating rhythms, performance measures, and cross-functional growth capabilities.

AMERISOURCEBERGEN | Director of Sales; Executive Account Manager 2015 - 2018

- Led commercial strategy and provider engagement across oncology, immunoglobulin, specialty pharmacy, and health-system markets.

- Developed strategic health-system partnerships and supported digital tools and standardized commercial processes to improve provider engagement.

QUEST DIAGNOSTICS | *Account Executive, Molecular & Oncology* 2013 - 2015

- Supported growth of molecular oncology and anatomic pathology services and launched Cancer Genetics business

NOVO MEDICAL TECHNOLOGY INC. | *President and Founder* 2012 - 2013

- Founded a medical equipment venture expanding access to CT, MRI, and PET diagnostic technology for small and mid-sized healthcare facilities.

MOBILESCAN IMAGING LLC | *Director of Strategic Partnerships* 2009 - 2012

- Led operations and health-system partnerships supporting advanced mobile diagnostic imaging services.

MILITARY SERVICE AND AWARDS

UNITED STATES ARMY RESERVE | *Major* 2011 - Present

- Military experience spans military police, logistics, aerial delivery, and airborne operations.
- Federal Officer Candidate School – Distinguished Military Graduate, Military Police Basic Officer Leader Course – Commandant's List, Logistics Captain's Career Course Graduate
- Leadership assignments include Platoon Leader, Executive Officer, Aide-de-Camp, Company Command, and Battalion and Brigade level staff positions.
- Currently enrolled in the U.S. Army Command and General Staff College.

Army Commendation Medal (ARCOM) • Army Achievement Medal (AAM), 2 awards • Army Reserve Components Achievement Medal (ARCAM), 5 awards • Armed Forces Reserve Medal (AFRM) • National Defense Service Medal • Noncommissioned Officer Professional Development Ribbon (NCOPDR) • Army Service Ribbon (ASR) • Parachute Rigger Badge • Basic Parachutist Badge • Côte d'Ivoire Parachutist Badge • Norwegian Foot March Badge (Marsjmerket)

AREAS OF PRACTICE & TEACHING INTEREST

Management and Leadership | Entrepreneurship | Managerial Decision-Making | Strategy and Growth | Generative AI | Patient Access | Organizational Design | Digital Transformation | Customer Experience | Human Capital | Data-Driven Decision-Making