

Stephen Erdmann

Innovative Healthcare, Fitness and Well-being Leader



Stephen is a creative enterprise leader with a rare blend of entrepreneurial and corporate executive experience in healthcare, fitness and consumer well-being. He is a sought after industry expert and speaker in digital health, organizational well-being, and consumer-centered product / service design. He is a strong and empathetic communicator whose aptitude for building consensus across enterprise functions to influence positive change has been repeatedly proven.

Through his career he has held key business roles in product innovation, business design, creative direction, UX, research and data analysis, business development, operations, marketing and strategic growth.

Results:

- Secured key business partnerships for Cambia Health with **Teladoc, Nike, Walmart, TRX, 24 Hour Fitness, and Fitbit**
- Led the creation of an ancillary health & wellbeing business generating **over \$5M in revenue** for the enterprise
- Inspired culture of innovation and creativity across 5,000 employees, **creating an internal-based innovation consultancy model**
- Positioned Cambia as health & wellbeing market leader in under three years, driving vote as **healthiest employer in OR and top 25 in US**
- Played founding creative and operational roles for new health and healthcare business ventures for Cambia including **Journi, Healthsparq, Hubbub Health, Basefit, SpendWell Health and Human Performance & Well-being (HPW)**.

Executive Assets:

- Business Design
- Innovation Strategy
- Creative Direction
- UX
- Strategic Planning
- Partnership Management
- Systems Thinker
- Research
- Data Analytics
- Entrepreneurship / Corporate Intrapreneurship
- Keynote Speaker
- Business Development
- Marketing
- P&L Management

Thought Leadership:

Selected to participate in **Google's Health & Wellness Think Tank** called **Vitality Lab**, 2019
Awarded **Cambia's Innovator of the Year** out of 5000 employees, 2019
Oregon State University College of Business, Advisory Board, 2015 to Present
Brian Grant (Former NBA Player) Foundation, Board of Directors, 2017 to 2021
Oregon State University College of Business, Dean's Council of Excellence, 2018-2019
American Institute of Graphic Arts (AIGA), Portland Board, 2012 to 2015