

An aerial photograph of a city skyline at dusk. The sky is a mix of deep blue and orange, with scattered clouds. The city is filled with various skyscrapers and buildings, some of which are illuminated. In the foreground, a multi-lane highway bridge spans across a body of water. The text "OUR LEADERSHIP TEAM" is overlaid in the center of the image in a bold, white, sans-serif font.

OUR LEADERSHIP TEAM

Meet Our Project Leaders



Stephen Watson

With over two decades of building, innovating, and leading healthcare, marketing, and community projects, Steve brings a breadth of experience that originates from working across numerous industries, innovative start-ups, and mature organizations looking to design better experiences. Steve has owned and operated successful healthcare-related businesses through a laser-focused dedication to innovation and improvement; is active on the speaking circuit and is passionate about health and wellness.



Sid Stolz

Sidney (Sid) Stolz is the Chief Design and Experience Officer for Blue Zones, LLC. Blue Zones is a transformative organization designed to help individuals' live their best life, longer. Sid is responsible for the Blue Legacy Ventures project in downtown Miami. Sid has more than 30 years of healthcare experience, holding leadership positions with industry-leading companies such as CVS Health/Caremark, UnitedHealth Group, Willis Towers Watson and Healthways. He earned a Bachelor of Arts in Economics from Bethany College in Lindsborg, Kansas, and a Master of Business Administration from The University of Texas at Austin. He resides in Miami Beach, Florida.



Brian Paradis

Brian was President of AdventHealth's Central Florida Division—a \$4 billion enterprise with more than 25,000 employees and 2,000 physicians. Under his leadership, Florida Hospital was ranked #1 hospital in Florida by U.S. News & World Report for three consecutive years, was one of the largest hospitals to become ISO certified, and was a 2014 finalist for the prestigious Malcolm Baldrige National Quality Award. Brian played pivotal roles in bringing to life the Walt Disney Children's Pavilion and Celebration Health in collaboration with Walt Disney World, as well as the RDV Sportsplex Athletic Club in collaboration with the Orlando Magic. He is a proven creative strategist and operator, and known for his imaginative leadership, collaborative nature, and growth orientation. Brian is the CEO and Founder of Csuite Growth Advisors. Brian is also the author of *Lead With Imagination: Regaining the Power to Lead and Live in a Changing World*.



Randi Gold

Randi Gold, a seasoned EVP-GM with over 20 years of experience in the broadcast media industry, is currently the EVP- Chief Public Relations Officer at the Blue Zones Center. Her expertise includes problem-solving, negotiation, and executing multimedia strategies such as cross-platform launch strategies, media relations, customized campaigns, partnerships, cause marketing, PR, social media, content management, and SEO writing. Passionate about telling compelling stories, Randi highlights change agents, unsung heroes, and those working to make the world a better place. Having collaborated with top news directors, broadcasters, sales teams, and journalists, she is committed to fostering an inclusive culture that embraces change and innovation. In her present role, Randi provides strategic direction for daily PR and media coverage, breaking news announcements, special projects, public speaking events, industry events, community activation, and special events coverage. She oversees the planning and execution of all campaigns, ensuring a balanced and ethical presentation in accordance with company policies and standards. Additionally, Randi works on brand vision and identifies opportunities for modernization, innovation, and next-generation storytelling. As a dedicated team player, Randi collaborates with ecosystem leaders to develop community education partnerships and create a pipeline for the future. She also serves as an Executive Board Member of the American Heart Association. With her strategic approach and extensive global media relationships, Randi brings enthusiasm and excitement to the Blue Zones Center, upholding the highest levels of journalistic integrity for its mission and partners.

Meet Our Board of Advisors



Linda Quick

For almost forty years, Ms. Quick has been at the forefront of healthcare executives in the United States, studying and analyzing the full range and scope of health facilities and community health planning. Her work has required familiarity with all aspects of health and human services systems. The vast number of projects in which she's left an imprint range from the implementation of a neonatal intensive care system to developments in hospice care, issues related to hospital-based psychiatric services to community-based health policy planning.

In her current position, she is using a four-decade career in healthcare, by maintaining blue chip contacts and experience to full advantage. Its focus is on connecting people and organizations in human services, whether in South Florida, across the country or around the world.

As President of the South Florida Hospital & Healthcare Association for nearly 22 years, Ms. Quick oversaw activities in what has long been considered the most complicated healthcare market in the US. She led efforts to implement transparency, provided counsel to private, public and for-profit hospitals, protected consumers, and led advocacy at the local, state and national levels for over 50 hospitals in Miami-Dade, Broward, Monroe, and Palm Beach counties.

Among her national leadership roles, Ms. Quick has served as Governing Council of the American Public Health Association, President of the American Health Planning Association and Chairperson of the Conference of Metropolitan Hospital Associations. She was on the Regional Policy Board of the American Hospital Association and served on several AHA committees and task forces during the past twenty-two years.

Ms. Quick also sits on the advisory boards for the healthcare industry programs at the University of Miami, Florida International and Barry University. She is on the Board of Governors of the Greater Miami Chamber of Commerce, the Board of Directors of the Economic Council of Palm Beach County. A lifelong dedication to providing solutions for homelessness is demonstrated by Ms. Quick's continuous service to Camillus House & Health and Carrfour Supportive Housing Corporation, where she is a longtime member of the Board and former Chairperson.

Ms. Quick holds a Master of Science in Management degree from Florida International University.



Calvin Glidewell

Calvin Glidewell is widely recognized as a highly accomplished healthcare executive with over 30 years of advancing positions of effective leadership. He possesses a unique ability to transform struggling organizations into highly productive, award-winning corporate cultures.

Most recently, Glidewell served as the CEO of Broward Health Medical Center & Chris Evert Children's Hospital, a nationally recognized \$1.1 billion fully integrated system of care facilities. In his executive role, he led a major cultural transformation resulted in impressive increases in physician satisfaction, patient experience, and employee engagement scores.

Prior to that, Mr. Glidewell also served as the CEO of Broward Health's Imperial Point Medical Center where he managed development and construction of an \$18 million Emergency Department addition to the hospital and a 68,000 square foot Medical Arts Pavilion with a hospital-based Ambulatory Surgery Center. Even with double-digit volume increases, Mr. Glidewell maintained patient satisfaction scores which ranked among the highest in the county.

A significant part of his career is also associated with University Community Health in Tampa where Mr. Glidewell commenced his employment as a VP of Marketing and advanced his position to the CEO of University Community Health - Medical center and later their Carrollwood facility.

Mr. Glidewell demonstrates a strong civic engagement. He served as Chair of the Board for the Greater Fort Lauderdale Chamber of Commerce, President of The Tower Forum, Chair of the South Florida Hospital and Healthcare Association, Chair of the Broward County Leadership Board of the American Diabetes Association. He is also a member of the Florida Hospital Association Legislative Policy Committee and Certificate of Need Committees.

In 2013-2014, South Florida Business Journal recognized Mr. Glidewell's outstanding achievements and have added him to the list of "50 Power Leaders in Healthcare".

Mr. Glidewell earned a Master's in Public Health and a Master's in Business Administration from Tulane University.



Richard Klass

Mr. Klass has 30 years of national and international management consulting, strategic planning, and market research experience. This experience encompasses every major healthcare setting including high technology medical devices, bioscience organizations, hospitals, managed care organizations, nursing homes, medical practices, life care/retirement developments, and associations.

Mr. Klass is a founder of 2CY, Inc. and co-founder of KCI Partners, Inc, a leading provider of strategic consulting, business analytics and market research in the medical device, pharmaceutical and healthcare provider markets. Founded in 2001, KCI's works with start-up organizations to help get them on the path to success, and the largest multinational companies in the world to assure their continued success.

Mr. Klass also has served as the Senior Vice-President, Chief Strategy Officer for Jackson Health System, Worldwide Director for Market Research for Johnson and Johnson, and as a consultant with Price Waterhouse.

Mr. Klass is a frequent lecturer on business topics, he is well authored, and served as faculty at the University of Miami School of Business. His famous book 'Strategic Planning in the Real World' blends consultant and thought leader best practices with theory to create the authoritative professional reference guide for organizational leadership, boards of directors, aspiring executives, consultants, and college level educators.

Mr. Klass holds both Master's and Bachelor's degrees in business administration from the University of Miami. He is also a licensed real estate broker.



Max Reiboldt

Mr. Reiboldt provides sound financial, strategic, and tactical solutions to hospitals and health systems, medical practices, and other healthcare entities through keen analysis and problem-solving. His expertise encompasses physician/hospital alignment initiatives, hospital service line development, clinical integration initiatives, ancillary services development, PHO/IPA/MSO development and practice appraisals. He also performs financial analyses for healthcare entities as well as mergers and acquisitions, hospital and practice strategic planning.

Under the strong leadership of Mr. Reiboldt since the late 1990s, Coker Group was recognized as one of the leading healthcare consulting firms in the United States and abroad. Working with organizations of all sizes, Mr. Reiboldt engages in consulting projects with organizations nationwide. He also leads a team of senior executives representing comprehensive healthcare consulting services, financial advisory services, healthcare information technology, executive search and strategic capital assessment and solutions.

Mr. Reiboldt is a prolific author and an accomplished public speaker on multiple healthcare management topics, partnering with highly regarded national associations and publications to provide relevant and timely insight on a multitude of topics.

Mr. Reiboldt has authored many of Coker Group's more than fifty books. Recent titles include *Physician Entrepreneurs: Strength in Numbers – Consolidation and collaboration Strategies to Grow Your Practice* (HealthLeaders Media, 2018) and *Physician Entrepreneurs: Going Retail – Business Strategies to Grow Beyond Traditional Practice models* (HealthLeaders Media, 2007).

A graduate of Hading University, Mr. Reiboldt is a member of the American Institute of Certified Public Accountants, Healthcare Financial Management Association, and American Society of Appraisers.



John Giordano

Doctor Of Humane Letters, CCJS, MAC, CAP

Mr. John Giordano is an expert in the treatment of addiction, mental health, and the founder of The National Institute for Holistic Addiction Studies (NIFHAS). He is the author of "Proven Holistic Treatment For Addiction & Chronic Relapse", "How To Beat Your Addictions And Live A Quality Life", and his most recent book is the acclaimed: "The Kid From The South Bronx Who Never Gave Up," and is the co-author of "Molecular Neurobiology of Addiction Recovery: The 12 Steps Program and Fellowship." Over twenty years ago Giordano founded the prestigious G & G Holistic Addiction Treatment Center in North Miami Beach, Florida — a 62 bed in-patient/out-patient JCAHO accredited addiction treatment facility. Mr. Giordano has contributed to over 79 peer-reviewed medical publications related to addiction and recovery.

Meet Our Medical Advisors



Dr. Shurney

Dr. Dexter Shurney, MD, MBA, MPH –President of the Blue Zones Well-Being Institute (BZWI) focused on health disparities and lifestyle medicine research. Specialties include : Lifestyle Medicine, Health Equity and Disparities, Health Policy, Preventive Medicine and Wellness, Disease Management, Chronic Disease, Managed Care Administration and Benefit Design.

Dr. Shurney is the immediate Past-President for the American College of Lifestyle Medicine (ACLM) and continues to serve as board member and in a leadership role in ACLM's work to address health disparities. He serves on numerous other boards including the Bon Secours-Mercy Health Foundation, the Health Enhancement Research Organization (HERO), the National Association of Dr. Shurney Managed Care Physicians (NAMCP), and the Population Health Alliance (PHA)

Dr. Shurney is an experienced innovator in driving digital health solutions and technology lead interventions. The Blue Zone Institute is a "Living Lab" to create, study, and codify best practice, including a lifestyle medicine approach to care, that can be replicated across regions and communities of greatest need. Previously, Dr. Shurney held the position of Chief Medical Officer and Senior Vice President, Clinical Affairs at Foodsmart by Zipongo, where he led a national food as medicine strategy employing telenutrition solutions to address poor nutrition and food insecurity.



Dr. Gurley

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.