

HAROLD SOSNA

Business Strategist | Former Healthcare CEO | Board Advisor

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Board Value Proposition

I bring over four decades of entrepreneurial and executive leadership experience, having scaled multi-location operations, led complex turnarounds, and navigated both expansion and crisis with hands-on strategic insight. I understand founder psychology and bring clear thinking to high-stakes decision-making.

Boards seeking a voice that blends operational rigor with founder empathy and crisis-tested leadership will find a grounded, discreet, and pragmatic contributor in me.

Board Interests

- Privately held or founder-led companies
- Private equity portfolio companies
- Organizations navigating leadership transition, growth hurdles, or restructuring
- Sectors: Healthcare, services, real estate, consumer-facing businesses

Experience Snapshot

- Founder & CEO, Independent Healthcare Operator (1998-2019)
 - Scaled to 1,000+ employees and over \$50M annual revenue
 - Led multiple turnarounds of underperforming facilities
 - Secured complex financing, including renovation and acquisition deals over \$25M
- Current: Strategic sounding board and coach to business owners through Alter Ego Confidential

Skills & Insight Areas

- Strategic decision-making under pressure
- Founder succession and leadership transition
- Crisis management and turnaround strategy
- Governance, ethics, and risk balancing
- Stakeholder alignment and culture clarity

Personal Attributes

- Discreet, nonjudgmental, and experienced in high-pressure environments
- Resilient and practical, informed by both success and personal accountability
- Committed to integrity, clarity, and long-term value creation