Norman S. West, MS, MPH Brigadier General, U.S. Air Force (Ret)

850-333-5889 (cell) | norm.west@outlook.com | linkedin.com/in/brigadier-general-norm-west

AGILE C-SUITE EXECUTIVE

ORGANIZATION BUILDER | COMPLEX PROBLEM SOLVER | SENIOR LEADER DEVELOPER

Retired U.S. Air Force general officer with over 30 years of executive experience in national and international federal healthcare management and optimization, health plan execution, C-suite leadership, and strategic planning. Drove policy for the \$56B Department of Defense healthcare system comprised of more than 167K medical personnel. People-centric senior leader and mentor with expertise managing and reducing risk in highly technical and dynamic environments. Calm in chaos with proven disaster response, humanitarian assistance, and combat experience leading no-fail intricate global business operations, logistics, supply chain management, planning, distribution, and staffing for agile solutions delivery and process improvements. Ability to lead complex organizations, develop and execute international fiscal programs, and provide strategic leadership.

Business Management | Change Leadership | Team Development | Global Strategic Planning Operational Effectiveness | Cross Functional Communication | Targeted Innovation

A proven track record in achieving growth, enhancing operational effectiveness, delivering value to clients, and fostering an innovative organizational culture. Career Supported by an active TS/SCI clearance.

NOTABLE ACCOMPLISHMENTS

Strategy | Program & Financial Management

- Structured processes to efficiently converge the DHA Headquarters on its principal mission of providing oversight
 and management of 400 medical hospitals across the globe | Orchestrated the refinement and development of
 operational metrics driving discipline and better budget execution and resource management decisions.
- Executive support of \$136 Billion contracted healthcare delivery through next generation TRICARE insurance program setting the stage for improved quality in purchased care, network collaboration, and healthcare synergy.
- Led \$5B Electronic Health Record implementation across thousands of DoD sites; fostered partnership to \$6.lB Military Health System medical modernization; delivered improvements in almost every measurable quality metric.
- Coordinated with stakeholders from the Services and Joint Staff to develop an external capabilities requirement management process that captures Joint medical capability gaps/needs into the DHA decision making process.

Mergers | Acquisitions Expert

- Oversaw Army, Navy, and Air Force medical facility merger(s) into a networked and integrated global healthcare delivery system comprised of 978 hospitals and clinics; standardized thousands of clinical and business processes.
- Developed \$55M high infectious patient transport program under 84 days; safeguarded DoD rapid global mobility.
- Planned and led the reorganization of the Defense Health Agency Headquarters, while simultaneously leading the
 merger of DoD public health, logistics and research activities | Led the integration of multiple graduate medical
 education sites; sustained a medical technician education & training campus with over 16 thousand highly qualified
 annual graduates.

Crisis Leadership | Uncertain Environments

- Led DoD COVID19 response, synchronizing CDC and FDA | Oversight of worldwide vaccine distribution of more than 10 million doses, laboratory testing program, generation of a COVID Registry (now with more than 1 million patients), and collecting more than 11,000 units of COVID Convalescent Plasma | Supervised development of hospital clinical, risk mitigation and safety policies and programs | Managed internal and external communication.
- Optimized battlefield resuscitation and trauma care with 97.9% survival rate through linked 49 combat hospitals and forward units in spite of hundreds of rockets, vehicle borne improvised explosive, and complex ground attacks | Shaped Afghanistan Joint Operations Area Low Titer O Whole Blood Walking Blood Bank transformation.
- Architect and led first DoD nuclear emergency response task force due to consequence of deadly earthquake, tsunami, and nuclear catastrophe in Japan | long-term nuclear response capabilities sustaining over 320,000 tsunami survivors, airlift of 2.3 Million tons of lifesaving relief and 23,000 hours of nuclear detection and decontamination.

Norman S. West Page 2

PROFESSIONAL EXPERIENCE

UNITED STATES AIR FORCE

1995 – 1 Oct 2024

CHIEF OF STAFF - Defense Health Agency

Jul 2022 - Present | Falls Church, VA

Executive leadership on organizational, operational and policy matters pertaining to worldwide Department of Defense medical programs for 9.6 Million patients | including 167,000 staff in 45 hospitals and over 933 medical, dental and veterinary clinics | Planning, Programming, Budget and Execution and balancing an annual budget of over \$56 Billion. Information Operations involving all aspects of DoD medical informatics, cybersecurity, virtual health and IT planning

CEO | SURGEON GENERAL - Air Mobility Command

Aug 2020 - Jul 2022 | Scott AFB, IL

Engineered operational health support and deployable medical readiness capability at 11 community-based military hospitals and clinical oversight of the worldwide DOD aeromedical evacuation system. Executed \$781M budget with assets in excess of \$1.4 Billion; approximately 5,025 medical personnel provide care for over 448,000 beneficiaries.

CEO | COMMANDER Task Force Medical - Afghanistan

Jun 2019 - Aug 2020 | Afghanistan

Led interconnected network of 49 forward resuscitation, damage control hospitals, and trauma centers staffed by an integrated military force from Army, Navy, Air Force, and partners from 14 nations overwatching 31 Forward Operating Bases, providing a combat operations safety net, protecting over 48,600 U.S., NATO, & Coalition forces.

CEO | COMMAND SURGEON - Air Force District of Washington

Jul 2018 - Jun 2019 | Andrews AFB, MD

Formulated and executed medical policy and guidance for the Air Force District of Washington | Principal medical architect during contingency operations on operational Health Service Systems employment and execution | Guided the execution of Air Force Medical Service health care policy in the National Capital Region and advised senior Pentagon and Congressional leaders on strategic health care issues.

CEO | HOSPITAL COMMANDER - 412th Medical Group

Aug 2016 - Jul 2018 | Edwards AFB, CA

Directed operations of outpatient clinics and paramedic services supporting 7,500 beneficiaries and 12,500 personnel assigned to the Air Force Test Center, NASA's Armstrong Flight Research Center, & 51 tenant units. Led \$27 Million budget and formulated plans, established policies, and coordinated healthcare activities for the Edwards community.

COO | DEPUTY HOSPITAL COMMANDER - 96th Medical Group

Jul 2014 - Jul 2015 | Eglin AFB, FL

Daily execution of operations supporting comprehensive medical care to 92,000 eligible beneficiaries with six-bed intensive care unit and a 53-bed facility | As a teaching facility, the hospital has an active residency program in dentistry and family practice medicine allowing residents the opportunity to develop and enrich their clinical and academic capabilities | Ensured the delivery of a wide variety of outpatient services, supporting one of the larger outpatient workloads in the Air Force.

ADDITIONAL POSITIONS

Chief Operating Officer - 374th Aerospace Medicine Squadron Commander (Yokota AB, Japan) | 18th Aerospace Medicine Deputy Commander (Okinawa, Japan) | Officer Commanding British RAF Aircrew Equipment Integration Group (RAF Henlow, UK) | Test Parachutist and Equipment Airdrop Commanding Officer (Brooks AFB, TX)

Special Duty Assignments - Inspector General (Kirtland AFB, NM) | Air Force Safety Center Investigations Chief (Kirtland AFB, NM) | Director of Staff (Okinawa, Japan) | Aeromedical Safety Officer (Prince Sultan Air Base)

Aerospace and Operational Physiology - Director USAF Aerospace Physiology Training Programs (Brooks AFB, TX)

EDUCATION

Master of Science | National Security Strategy | Weapons of Mass Destruction focus | National Defense University
Master of Public Health | Epidemiology and Biostatistics | Uniformed Services University
Master of Science | Scientific Bases of Human Performance | University of Oklahoma
Master of Military Operational Art and Science | Air Command and Staff College | Air University
Bachelor of Science | Sport Physiology | Virginia Commonwealth University