
MARGARET A PILON (PEGGY)

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Professional Summary

Strategic Healthcare Executive | Clinical Leadership | Virtual Health & Customer Success | Lean Process Improvement Expert

Dynamic healthcare executive with extensive experience leading clinical operations, virtual health programs, and customer success initiatives across startups and global organizations. Proven track record in driving operational excellence, process improvement, and patient-centered outcomes through strategic planning, Lean methodologies, and cross-functional collaboration. Adept at scaling innovative healthcare solutions, managing high-performing teams, and delivering measurable business and clinical results. Recognized for thought leadership, clinical expertise, and the ability to align organizational objectives with technology-enabled care delivery.

Key Achievements:

- Founded and scaled clinical operations for CalmWave startup, leading cross-functional teams to develop a patented solution and launch healthcare system training programs.
- Drove US and global virtual health adoption at Philips, managing 9 Clinical Transformation Managers and implementing initiatives that doubled customer retention and generated \$25M in annual revenue.
- Led enterprise healthcare projects at Baxter and hospital systems, including ICU solutions and emergency center expansions, optimizing workflows, improving patient outcomes, and achieving 100% customer satisfaction.

Skills

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| • Clinical Leadership & Strategy | • Clinical Consulting & Training |
| • Virtual Health & Telemedicine | • Change Management & Organizational Transformation |
| • Customer Success & Client Engagement | • Strategic Planning & Business Operations |
| • Project Management & Program Development | • Cross-Functional Collaboration |
| • Lean Process Improvement | • Healthcare Technology & Software Expertise |
| • Regulatory Compliance & Quality Management | • Thought Leadership & Stakeholder Communication |
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Professional Experience

VP of Clinical Success

03/2023 to 11/2025

CalmWave

Seattle Washington

As Vice President of Clinical Success, I led clinical strategy and operations to drive patient outcomes, provider performance, and organizational growth while ensuring regulatory compliance and quality standards.

- Led clinical strategy and cross-functional collaboration to deliver the patented CalmWave solution from concept to market.
- Served as clinical authority for software design and sales presentations, strengthening product credibility and buyer confidence.
- Partnered with marketing to launch clinically grounded campaigns that positioned CalmWave as a trusted, evidence-based solution.
- Presented CalmWave at conferences and multidisciplinary forums, increasing visibility, adoption interest, and industry credibility.

- Designed and implemented scalable training programs enabling successful CalmWave adoption across health systems.

Senior Director Customer Success
CLEW Medical

01/2021 to 02/2023
Netanya Israel

As Senior Director of Customer Success, I led enterprise customer success strategy to drive retention, expansion, and long-term client value while aligning teams with business objectives.

- Led operational improvements that increased customer satisfaction, supported sales performance, and aligned Customer Success with broader business objectives.
- Built and scaled CLEW's Customer Support organization, establishing processes, staffing, and training to deliver consistent, high-quality customer outcomes.
- Designed and executed CLEW's implementation framework, accelerating onboarding, improving adoption, and reducing time-to-value for enterprise customers.
- Served as clinical SME and workflow architect for the CLEW ICU solution, ensuring usability, clinical relevance, and successful real-world adoption.
- Partnered cross-functionally to drive product enhancements and lead clinical sales presentations, strengthening solution value and improving deal conversion.

Senior Global Director Virtual Health/Clinical Leader
Philips Healthcare Solutions

01/2018 to 08/2021
Baltimore MD

As Senior Global Director of Virtual Health and Clinical Leader, I led global virtual care strategy and clinical programs to improve access, outcomes, and scalable delivery across international markets.

- Led global virtual health operations driving sales growth, customer satisfaction, and operational performance across enterprise healthcare clients.
- Built customer reinvigoration programs that doubled retention and significantly increased software adoption and long-term account value.
- Managed nine Clinical Transformation Managers globally, securing new implementations and expanding Philips' Virtual Health footprint.
- Served as clinical SME for eICU development, FDA studies, and Epic/Cerner integrations, enabling successful launches and interoperability.
- Partnered cross-functionally using Lean methods to optimize workflows, generating over \$25M annually in implementations and renewals.

Central Area Region Manager
Baxter International Healthcare Company

01/2011 to 01/2018
Deerfield IL

As Central Area Region Manager, I led regional operations and teams to drive performance, customer satisfaction, and consistent execution aligned with organizational goals.

- Led clinical initiatives with financial analysis and consulting, improving program performance and accelerating enterprise solution adoption.
- Built and expanded quality healthcare programs, providing clinical leadership that drove sales growth across multi-hospital systems and IDNs.
- Directed large-scale projects and resource management initiatives, achieving full customer satisfaction and measurable regional sales increases.
- Managed nine Clinical Service Managers across 21 states, generating \$12M annually in Medication Delivery Solution revenue.
- Oversaw FDA-required end-user studies and pharmacy operations initiatives, ensuring safe, compliant, and efficient adoption of Baxter solutions.

Chief Nursing Officer (CNO)
Regency Hospital

01/2010 to 01/2011
Golden Valley MN

As Chief Nursing Officer, I led nursing operations and clinical strategy to ensure high-quality patient care, regulatory compliance, and workforce excellence.

- Advised senior leadership on nursing best practices, improving retention, optimizing budgets, and launching new patient services.
- Responded decisively to emergencies and complex clinical situations, ensuring patient safety and operational continuity.
- Prepared and submitted reports highlighting operational challenges, goals, and developments, enabling informed executive decision-making.
- Directed clinical operations of a 92-bed long-term acute care hospital, improving outcomes for complex, critical patients.

Emergency Center Clinical Director
Park Nicollet Methodist Hospital

01/2009 to 01/2010
St. Louis Park MN

As Emergency Center Clinical Director, I oversaw clinical operations, staffing, and patient care protocols to ensure efficient, high-quality emergency services.

- Led daily operations of a 30-bed Emergency Center and 12-bed Observation Unit, fostering staff engagement and continuous improvement.
- Managed \$7M operating budget, ensuring financial stability, growth, and resource optimization.
- Served on Emergency Preparedness Committee, standardizing GIS initiatives to enhance emergency planning and operational readiness.
- Directed construction project for Emergency Center and Observation Unit, overseeing design, testing, team selection, quality, and change management.

Clinical Thought Leader Board

2009 to 2011

Baxter International Healthcare Company

Served as a Clinical Thought Leader Board member, providing strategic guidance, clinical expertise, and evidence-based recommendations to shape healthcare programs and solutions.

- Communicated clinical product feedback and trend insights in meetings, enabling marketing and clinical teams to optimize strategy and adoption.
- Collaborated cross-functionally to identify product improvement opportunities, enhancing usability, clinical relevance, and customer satisfaction.
- Presented data-driven recommendations that informed product development, marketing campaigns, and clinical support initiatives, driving measurable outcomes.
- Facilitated alignment between clinical and marketing teams, improving decision-making, product positioning, and overall adoption across target markets.

Administrative Nursing Supervisor

2001 to 2009

Park Nicollet Methodist Hospital

As Administrative Nursing Supervisor, I managed nursing staff and daily operations, ensuring high-quality patient care, regulatory compliance, and efficient workflow.

- Achieved key clinical goals by improving patient care delivery, quality, and measurable outcomes.
- Managed nursing staff, establishing policies and procedures that enhanced workflow efficiency and care consistency.
- Executed 15+ Lean process improvement projects, optimizing clinical operations and boosting team performance.
- Monitored performance metrics and implemented corrective actions, ensuring compliance, safety, and high-quality patient care.

Education & Professional Development

Bachelor of Science: Nursing

University of Wisconsin-Madison

Madison, WI

Certificate: Kaizen (Lean) Leadership & Kanban and Toyota Production System

Shingijutsu Global Consulting
Studies & Experience in the US and Japan

Certificate

Nursing Leadership Academy

MSN: Nursing Informatics

Western Governors University/WGU

Registered Nurse

State of Minnesota

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/peggy-pilon-bsn-rn-6b67bb41/>