

Bryant Lister

*Vice President of Data Strategy,
Trella Health*

✉ bryant@bryantlister.com

☎ 503-708-2126

📍 Eugene, Oregon

in [linkedin.com/in/bryantlister](https://www.linkedin.com/in/bryantlister)

🔗 bryantlister.com



STRATEGIC SWOT ANALYSIS

BRYANT LISTER | TRELLA HEALTH VP OF DATA STRATEGY

Strengths

- Healthcare data governance depth. 17 years at the Oregon Health Authority, one of the nation's largest public-sector healthcare organizations, building governance frameworks for Medicaid, claims, eligibility, clinical, and operational data. This is not theoretical. He wrote the stewardship models, metadata standards, and lifecycle controls that a regulated health system actually ran on.
- Crisis-tested security and privacy leadership. Served as Interim Chief Information Risk Officer and incident commander during a major healthcare breach. Coordinated legal, federal, and law-enforcement stakeholders while leading NIST 800-53-aligned remediation. At the VP level, this level of tested accountability separates candidates who have governed from candidates who have only advised.
- AI governance builder, not just adopter. At L.A.B. Golf, built responsible AI governance from scratch: use-case intake, acceptable use, privacy review, vendor assessment, human oversight, and outcome measurement. Trella Health is expanding into AI-driven operational and clinical domains. Bryant has already built the control framework that prevents AI from becoming a liability.
- Cross-functional executive alignment. Proven track record partnering with legal, compliance, security, product, engineering, finance, and operations leaders. He does not work in silos. He builds governance councils and steering committees that hold multiple functions accountable to shared data outcomes.

- Credential density. CISSP, CCSP, PMP, CDMP Master. These are not decorative. They signal technical credibility with security teams, project discipline with delivery teams, and data management authority with governance panels.

Weaknesses / Gaps

- Recent private-sector role is outside healthcare. L.A.B. Golf is a golf equipment manufacturer. While the governance and AI frameworks he built there are transferable, a screener may question whether his most recent 14-month role maps to healthcare analytics. The resume and biography must explicitly bridge this by emphasizing that he was recruited to build enterprise data governance from scratch in a PE-backed growth environment, a scenario analogous to Trella's post-acquisition scaling.
- Limited direct post-acute care domain exposure. His Oregon Health Authority experience spans Medicaid, behavioral health, long-term services, and seniors. These are adjacent to post-acute care, but he has not explicitly led a post-acute care analytics platform. The 30-60-90 plan must show rapid domain absorption and stakeholder mapping.
- No explicit commercial SaaS analytics platform ownership. Trella Health operates an analytics and insights platform. Bryant's experience is weighted toward internal enterprise systems, ERP, and CRM modernization. He has not led a commercial product data strategy with external customer-facing analytics. The positioning must frame his platform architecture experience as foundational to scaling a SaaS data product.
- Manufacturing data velocity vs. healthcare data velocity. L.A.B. Golf operated on e-commerce and supply-chain data cycles. Healthcare claims and clinical data operate on different regulatory, temporal, and semantic rhythms. He will need to demonstrate rapid reorientation in the first 90 days.

Opportunities

- Trella's AI expansion is exactly his L.A.B. Golf playbook. Trella is moving from claims and clinical data into AI-driven operational domains. Bryant has already built the governance, intake, and oversight framework for exactly this transition. He can present himself as the executive who prevents AI from outrunning compliance.
- Post-acute care reimbursement complexity maps to his Medicaid/claims expertise. Eligibility, claims processing, and coordinated care organization partnerships at Oregon Health Authority required the same data integration discipline that post-acute care networks need to manage bundled payments, readmissions, and care transitions.

- Breach remediation as trust builder. Trella Health handles sensitive patient data across the care continuum. Bryant's experience as incident commander during a major breach gives him credibility to build a security-first data culture that differentiates Trella in a market where data trust is a competitive advantage.
- Governance as growth enabler, not brake. Private-equity-backed companies value governance that accelerates valuation and reduces risk. Bryant's L.A.B. Golf experience, even in a different industry, proves he can build controls that satisfy investors while enabling scale.

Threats

- Candidates from dedicated post-acute care analytics firms. Competitors may include VPs from companies like WellSky, CarePort, or Axxess who have spent the last five years exclusively in post-acute care data. They have domain fluency Bryant would need to build in his first 90 days.
- Candidates with recent large health system CDO experience. A sitting Chief Data Officer from a major health system may have more recent healthcare-specific platform scale and may be perceived as lower-risk by a conservative hiring panel.
- The manufacturing gap may trigger bias. Screeners operating in under-a-minute scans may see "L.A.B. Golf" and downgrade the candidate before reading the governance outcomes. The resume must lead with healthcare and governance, not chronology, to prevent this.
- Trella may prioritize product-led data strategy over governance-led. If Trella's executive team views this role as primarily a product and commercial growth driver, Bryant's governance-heavy profile may read as overly conservative. The positioning must emphasize that governance is what allows AI and analytics products to ship without regulatory delay.