RICK ABLES

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CHIEF GROWTH OFFICER | CHIEF REVENUE OFFICER | CHIEF EXECUTIVE OFFICER

Revenue Architect, Healthcare Technology, SaaS, and Consumer Companies Built from Zero

PROFESSIONAL SUMMARY

Operator with 30 years building and scaling commercial organizations from zero, spanning three W-2 executive roles, one fractional CEO turnaround, and 100+ performance-based engagements across healthcare, SaaS, fintech, and consumer products. Grew a NASDAQ-listed post-acute healthcare company from $64.5M to $131M in annual revenue across 48 states in 18 months. Took an Affordable Care Act compliance product at ADP from launch to $140M in revenue in under a year, personally closing $41M of it. Rebuilt a consumer products company from a seven-year $7M revenue plateau to $21M in under twelve months as CEO with full P&L authority. Built and sold three companies. Operates the entire revenue funnel personally: CRM and attribution architecture, territory design, sales team build-out, and go-to-market execution, not strategy handed down from a distance. Most recently completed a full AI vision and 90-day operating plan diagnostic for a private equity-backed dental practice management SaaS platform, presented directly to the CEO, CFO, and a board member representing the PE ownership group.

CAREER HIGHLIGHTS

- Scaled VIEMed Healthcare (NASDAQ: VMD) from $64.5M to $131M in annual revenue, expanding from 6 states to 48 in 18 months; promoted to Chief Growth Officer within 5 months.
- Launched a new ACA compliance SaaS product at ADP from $0 to $140M+ in revenue in under 12 months; personally closed $41M of the total.
- Rebuilt Dowdle from a seven-year $7M revenue plateau to $21M annually, a 3x increase, in under one year as embedded CEO through Nimble Rhino.
- Grew Mobile Coach's monthly revenue tenfold, from $20K to $200K, landing Disney, Google, Apple, Microsoft, JPMorgan Chase, and PwC as clients.
- Built and exited three owned companies: Executive Curb Design, SFC Law Group, and Neighborhood Gold/Buyer's Fund.
- Generated $300K-500K per year independently for 20+ years through Nimble Rhino, across 100+ performance-based client engagements in 20+ industries, alongside three formal W-2 executive roles.

CORE COMPETENCIES

Company Building & Founder-Led Growth | CEO & Full P&L Leadership | Revenue Cycle Management (RCM) | Healthcare, Post-Acute & Senior Care | AI-Enabled SaaS & Automation | Go-to-Market from Zero | Services-to-Product Transition | B2B SaaS Sales Leadership | Demand Generation & Digital Marketing | CRM & Revenue Attribution Architecture | Territory & Named Account Design | Strategic Alliances & Partnerships | Provider, Payer & Facility Sales | Turnaround & Operational Restructuring | Capital-Efficient Scaling

PROFESSIONAL EXPERIENCE

PE-BACKED DENTAL SAAS PLATFORM | AI Vision & 90-Day Commercial Operating Plan (Diagnostic/Advisory) 2026

Private equity-backed dental practice management SaaS platform serving a 50,000-practice installed base.

- Diagnosed the commercial operating model and built a company-wide AI growth strategy.
- Built and delivered a full AI vision and 90-day operating plan directly to the CEO and CFO in a formal executive presentation, covering commercial strategy, organizational readiness, and implementation sequencing.
- Presented the plan's growth, margin, and capital-efficiency implications directly to a board member representing the company's private equity ownership group.

W-2 EMPLOYMENT HISTORY

Formal employee roles, full-time compensation and reporting structure. Three roles across the career.

HOPE HEALTH SUPPLY / RED SPARK | Interim CEO April - June 2023

PPE and medical supply e-commerce company, $2-3M annual revenue, seeking diversification beyond COVID-era mask inventory.

- Stepped in as interim CEO when the founders shifted focus to other ventures; developed a pivot strategy into sleep and respiratory medical products, drawing on post-acute care expertise built at VIEMed.
- Exited in June 2023 when founders withdrew the funding commitment required to execute the pivot.

VIEMED HEALTHCARE (NASDAQ: VMD) | Director of Product Marketing to Chief Growth Officer 2019 - 2020

Publicly traded post-acute, home-based respiratory care provider serving the senior and Medicare/Medicaid population.

- Joined a 6-state, 6-rep field organization with no CRM, no lead tracking, and prescriptions stalling indefinitely in unworked insurance-denial files; promoted to Chief Growth Officer within 5 months, reporting to the CEO and Board.
- Built CRM and territory infrastructure from scratch: purchased and organized practitioner, hospital, and long-term acute care facility data by territory; built a VoIP system with rep-specific tracked numbers.
- Built a 16-person inside sales support team to handle scheduling and logistics for field reps, and a separate prescription-recovery team that worked stalled insurance denials back into revenue, worth $256K-$684K in recoverable pipeline per rep per month.
- Imported pharmaceutical sales territory and call discipline into home respiratory care, an approach the industry had not adopted.
- Led the COVID-19 response: built a 50-person contact tracing division securing multi-million-dollar state contracts, and sold ventilators to state governments at $15,000/unit in 10,000-30,000-unit deals.
- Grew revenue from $64.5M to $131M for the full year (24% YOY growth to $80.3M in year one; Q2 2020 up 111% YOY), expanding from 6 to 48 states and building a 100+ person certified Respiratory Therapist sales team; served on the executive leadership team supporting the company's NASDAQ listing process.

ADP, ADDED VALUE SERVICES | Lead Development Manager to Senior Director, Strategic Alliances 2012 - 2017

~$1B enterprise compliance and SaaS division of ADP, the world's largest human capital management company; complex ERP-integrated enterprise sales cycles.

- Inherited a team with no landing pages, no lead tracking, no call attribution, and product knowledge averaging 2-3 out of 10; built dedicated landing pages and lead forms for each of 8-10 compliance products, scaling to 100 tracked phone numbers for source-level attribution.
- Built a qualification framework and territory/named-account routing logic with product leaders, then integrated the full lead flow into Salesforce for real-time pipeline visibility by product VP.
- Rebuilt the lead development engine from $40K to $1.1M in 5 months, then to $5.6M, then to an $11M/year run rate within 2.5 years; created ADP's first Sales Development team model, later adopted company-wide.
- Launched a new ACA compliance SaaS product from $0 to $140M+ in revenue in approximately 9 months by mapping and running outbound campaigns against the top 50 U.S. private equity firms and their portfolio companies; personally closed $41M of the total.
- Built and managed a strategic alliance program with Oracle, SAP, Microsoft, and KPMG covering ~$105M in net-new annual quota; hit 300% of quota in FY2015 and 225% in FY2016, winning President's Club both years.

NIMBLE RHINO, LLC | Founder & CEO, Embedded Executive Engagements 2001 - Present

Founder-led operating company and performance-based commercial engine, embedded as CRO, CMO, or CEO inside client organizations across healthcare, SaaS, fintech, and B2B, paid on deliverables, not employment and not equity.

- Rebuilt Dowdle, one of the top 3 jigsaw puzzle companies globally, from a seven-year $7M revenue plateau to $21M annually, a 3x increase, in under one year as embedded CEO with full P&L authority over a 60-person organization.
- Built and scaled $400M+ in revenue across 100+ performance-based client engagements in 20+ industries over two decades, paid per meeting, per deal, or against a revenue growth threshold, not on hours or advice.
- Hired and managed 500+ employees and trained 1,000+ salespeople over the life of the firm, including a 1,100-seat offshore call center build; generated $300K-500K per year independently, without salary, benefits, or a team.

Founded and exited three companies (Executive Curb Design, SFC Law Group, Neighborhood Gold/Buyer's Fund), 1995 - 2012

- Neighborhood Gold/Buyer's Fund grew into the largest down payment assistance provider in the U.S., processing 10,000+ deals per month ($50M in monthly funding volume), before a 2008 federal rule change ended the program.

Concurrent Entrepreneurial Ventures (Nimble Rhino, Nimble Clicks, Nimble Travel, Nimble Talents), 2001 - Present

- Nimble Travel: built the agency from $0 to $1.1M in booking revenue in year one and $3M in year two, on pace for $5M in year three; average ticket size of $15,000.
- Nimble Clicks: built and sold a 300-500 client performance-based digital marketing agency in 2025. Nimble Talents: built and manages a roster of 40-50 active offshore agents placed with U.S. companies.

EDUCATION

Bachelor of Science, Business Management, Western Governors University (dual minor: Spanish and Sales)
Business Studies, Utah Valley University, 1999 - 2001 (left to build companies full-time)

ADDITIONAL LEADERSHIP

15+ years of volunteer leadership in The Church of Jesus Christ of Latter-day Saints, including presiding authority over a 600-person congregation and service on a leadership team overseeing 13 congregations (approximately 4,500 people). Two-year humanitarian mission in Guayaquil, Ecuador, achieving professional Spanish fluency.

TECHNICAL PROFICIENCIES

CRM: Salesforce, HubSpot, Go High Level, Zoho | Sales Enablement: Outreach, SalesLoft, ZoomInfo, LinkedIn Sales Navigator | Analytics: Tableau, Power BI, Google Analytics | AI & Automation: AI voice agents, automated outbound email/SMS, AI-assisted call analysis and CRM logging, AI sales and RCM tooling