



Senior Vice President, Chief Strategy and Growth Officer

Leadership Profile

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The Opportunity

GRAND Mental Health (GMH) is seeking a dynamic, forward-thinking executive to serve as its Senior Vice President, Chief Strategy and Growth Officer (CSGO). Based in Tulsa, GMH is a leading nonprofit behavioral health organization in Oklahoma that provides a comprehensive range of mental health, addiction recovery, and crisis services across the state. With a growing workforce of over 18,000 employees and rapidly expanding service footprint of almost 30 locations, GMH has established itself as a critical provider in communities throughout the region, delivering high-quality, accessible behavioral health care to individuals and families. This will be an exceptional opportunity to shape and lead a newly forming strategic function within a mission-driven organization at a pivotal stage of growth. Reporting directly to the EVP, Chief Operating Officer, the CSGO will serve as a key member of the executive leadership team, partnering closely with operational, clinical, and administrative leaders to guide GRAND Mental Health's long-term direction and impact.

The Chief Strategy Officer will be responsible for developing, refining, and executing organization-wide strategies that advance GMH's mission and strengthen its position within an evolving behavioral health landscape. This includes evaluating market dynamics, identifying opportunities for programmatic and geographic expansion, and aligning strategic priorities with state and federal funding environments, payer trends, and community needs. The CSGO will assess organizational performance and lead new strategic planning initiatives that position the organization for sustainable growth and market presence. A critical component of the role will be identifying and advancing partnerships within other health organizations in region, affiliations, and collaborative models that enhance access to care and broaden the GMH's reach. The CSGO will work to expand service lines, optimize care delivery models, and support the development of new programs, including those addressing integrated care, crisis response, and population health management in a world of shifting reimbursement models. The CSGO will grow and establish new planning, business development, and analytics functions and structures for the quickly growing organization.

The ideal candidate will be an experienced strategy leader with a strong understanding of healthcare, preferably behavioral healthcare. They will have considerable depth in the policy, reimbursement, and regulatory dynamics that shape behavioral health. This individual will bring strong analytical capabilities, with the ability to translate data into actionable insights and develop forecasting tools and models to guide executive decision making. They will be an exceptional communicator with superb listening and assessment skills. They will also need to have the ability to lead through influence. The CSGO will need to effectively engage stakeholders across the organization and within the broader community throughout the region.

GRAND Mental Health seeks a leader who approaches strategy with both rigor and creativity. The ideal candidate will be capable of envisioning and evaluating new possibilities for the organization while grounding decisions in data and operational realities. The successful candidate will demonstrate a track record of advancing growth through service line development, partnerships, and innovative care models, and will bring the confidence and judgment to take measured risks in pursuit of long-term organizational success.

Organization Overview

GRAND Mental Health is one of Oklahoma's leading nonprofit community behavioral health systems, serving as a critical provider of mental health, substance use, and integrated care services across northcentral and northeastern portions of the state. Founded in 1977 as Grand Lake Mental Health Center, the organization began as a small community-based clinic established to address limited access to behavioral healthcare in rural Oklahoma communities. Over the ensuing decades, Grand grew steadily in both scope and geographic reach. It expanded its footprint well beyond its original service area in Northeast Oklahoma through Tulsa to Stillwater, Ponca City, and Miami. In 2022, the organization formally rebranded as GRAND Mental Health to better reflect its broader regional impact, newly expanded capabilities, and the commitment to delivering innovative, accessible care to a growing population with complex behavioral health needs.

Today, GRAND Mental Health operates as a large, highly integrated not-for-profit system of comprehensive behavioral health care, serving more than 28,000 individuals annually through a network of approximately 34 clinics across 13 counties in Oklahoma. The organization has grown into a major regional player, with a workforce exceeding 2,100 employees. GMH currently has annual revenues exceeding \$200 million and a developing administrative and clinical infrastructure supporting its operations. As a Certified Community Behavioral Health Clinic (CCBHC), GMH operates within a model designed to expand access, improve quality, and integrate behavioral health with broader physical and social services, particularly for underserved, rural populations, and indigenous communities.

The organization's service delivery model is comprehensive and highly patient-centered, addressing the full continuum of behavioral health needs across the lifespan. Key services include:

Outpatient Care

- Individual, Group & Family Therapy
- Medication Management & Psychiatric Services
- Intensive Outpatient Treatment
- Case Management & Rehabilitation

Crisis Services (24/7)

- Mobile Crisis Response
- Crisis Stabilization Centers
- Statewide Crisis Hotline Access

Substance Use Treatment

- Medication-Assisted Treatment (MAT)
- Intensive Outpatient Programs
- Addiction recovery services
 - o Residential Treatment
 - o Sober Living

- Partial Hospitalization Program (PHP)

Specialty Programs

- Child & Adolescent Services
- Mental Health Court & Justice programs
- Housing, Employment & Community support
- Veteran's Services
- Virtual Services

Crisis response and stabilization represent a defining strength of GRAND Mental Health's model and a differentiator for the organization. GMH operates 24/7 mobile crisis teams, crisis hotlines, and multiple crisis stabilization centers, to ensure immediate access to care for individuals experiencing acute behavioral health emergencies. These services are complemented by partnerships with law enforcement and first responders, who are equipped with technology to connect individuals in crisis with clinicians in real time to help divert unnecessary hospitalizations or incarcerations. Virtual behavioral health services are also available via GMH's police iPads. In addition, GMH provides progressive treatment programs such as Brief-Stay Therapeutic Homes (BSTH) and family-centered crisis interventions, aiming to keep individuals, particularly children, safely in their communities when possible while addressing challenging generational issues between families and children.

Substance use disorder treatment (SUD) is another core component of the organization's services. GMH provides comprehensive SUD treatment programming including outpatient and inpatient services, medication-assisted treatment (MAT) for opioid use disorder, and intensive outpatient programs (IOP) to support lasting recovery efforts. GMH also has specialized programs available such as mental health court services, community integration programs, and targeted support for individuals experiencing homelessness or involvement with the justice system. The thorough service portfolio shows GMH's commitment to holistic behavioral health service models, as the organization aims to integrate mental health, physical health, and social determinants of health into a cohesive care model.

GMH prides itself on its accessibility and innovation within the behavioral health industry. Through the use of telehealth technologies and mobile-enabled platforms, including the deployment of thousands of connected devices, the organization has developed an "anytime, anywhere" model of care delivery that significantly expands access in rural and underserved areas. In 2026, GMH launched ApexCare, a new app-based behavioral health engagement platform designed to improve access within Oklahoma and potentially beyond. Available in the prominent app-stores for IOS and Android functionality, ApexCare is a game-changing technology for GMH that will allow clients and care teams to securely access services while reducing barriers to care.

Grand Mental Health has blossomed from a single community clinic into a large, multi-site system evolved into a high-impact, mission-driven organization that plays an integral role in Oklahoma's behavioral health landscape. The organization's growth is attempting to match the increasing demand for behavioral health services that seemingly grows by the year. GMH is at a pivotal point in its organizational history where it can combine scale, comprehensive services, and its community commitment to improve access to care, advance population health, and become a leading institution of behavioral health regionally as well as a pioneer.

GMH Core Values

Be Purposeful

- We work with focused determination, intentionally improving mental health and wellbeing for all.

Be Reliable

- We offer a much-needed sense of stability for our clients. We must be trustworthy, accessible, and dependable, doing what we say and believing in what we do.

Be Caring

- This is at the heart of who we are. It's in our DNA to consistently show respect, support, and kindness for those we have the privilege to serve.

Be Tenacious

- We do not give up. We remain persistent and proactive, pushing ourselves to achieve our goals and do better/be better, working to make a difference.

Be Transformative

- We're leaders. We pioneer and innovate, creating seismic, meaningful change-for-the-good in mental health care.

GMH Pillars

- **Immediate Access**
- **Quality Care**
- **Least Restrictive Environment**



For more information, please visit: <https://www.grandmh.com/>

Position Summary

The SVP, Chief Strategy & Growth Officer serves as a senior executive leader responsible for advancing Grand Mental Health's long-term growth, financial sustainability, and community impact. This position provides leadership over enterprise strategy, business development, partnerships, and fund development, ensuring alignment between organizational priorities and revenue generation across all funding streams.

Reporting Relationships

Reporting to the EVP, Chief Operating Officer, direct reports include:

- Director of Strategic Development
- Director of Philanthropy

Responsibilities

The successful CSGO candidate will:

Strategic Leadership & Planning

- Lead development and execution of GRAND's enterprise strategic plan
- Translate strategic priorities into actionable growth initiatives
- Align business development and fund development strategies
- Provide updates to Executive Team and Board

Revenue Strategy & Growth

- Develop and implement strategies to grow and diversify revenue
- Support Medicaid revenue optimization
- Strengthen payer mix and expand access
- Oversee new revenue opportunities aligned with services

Business Development & Healthcare Partnerships

- Lead partnership development across service areas
- Oversee referral networks and partner relationships
- Guide contract negotiation and execution
- Ensure partnerships support growth and sustainability

Fund Development & Philanthropy

- Provide oversight of major gifts, grants, and campaigns
- Align fundraising with growth priorities
- Support Board and donor engagement

Grants & External Funding

- Oversee federal, state, and foundation funding strategy
- Maintain strong grant pipeline
- Monitor performance of funded initiatives

Market Expansion & Access

- Identify opportunities to expand services across regions
- Support mobile, telehealth, and partnership expansion
- Ensure growth aligns with capacity and need

Performance Management

- Establish KPIs for growth and development
- Monitor performance and adjust strategy
- Report outcomes to leadership and Board

Team Leadership

- Supervise development and business development staff
- Promote accountability and collaboration
- Align cross-functional execution

Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Be viewed as a highly seasoned, professional, and trusted leader within Grand Mental Health by the executive and management teams, providers, and community. Establish a style that is visible, approachable, and team-oriented in such a way that the Senior Vice President & Chief Strategy and Growth Officer is seen as a good steward of the organization.
- Partner with the new COO and CEO to lead the execution and implementation of a new strategic plan, translating strategy into business plans and goals for the short, medium, and long term positioning of the organization.
- Become well versed in GMH's competitive landscape, including opportunities, threats, and key areas for growth. Investigate opportunities such as market expansion, service-line development, alliances and other market and growth strategies to optimize performance in terms of growth, quality, service and cost.
- Evaluate the current state of GMH's internal and external market intelligence and data tools and resources. Identify opportunities to utilize these tools and resources to support strategic priorities and decision making. Develop contemporary approaches to leveraging data to better understand GMH's position in the market.
- Create a formal structure and infrastructure for strategy and business development functions. This includes people, technology, and decision frameworks to assist GMH in identifying, refining, and achieving organizational strategy, innovation, and transformation. Ensure ongoing team recruitment, development, coaching and mentorship.
- Enhance strategic partnerships and relationships with other local health systems, foundations, and legislature within Oklahoma to ensure strategic growth of services and improve access to care for the region.
- Develop a reputation as an exceptional communicator and trusted diplomat capable of developing productive relationships with national, state, and local officials, proactively monitoring, tracking, and working to influence legislation and other government actions to benefit GMH and improve the long-term positioning of the organization.

Candidate Qualifications

Education/Certification

- Bachelor's degree required; advanced degree preferred.

Knowledge and Work Experience

- 8–10 years healthcare leadership experience; strongly preferred current or previous experience in behavioral health organizations.
- CCBHC familiarity is a strong plus.
- Experience in growth, partnerships, or revenue development
- Strong communication and stakeholder management
- Experience with Medicaid/Medicare or behavioral health funding models
- Knowledge of Oklahoma healthcare landscape is a plus.

Leadership Skills and Competencies

- A dynamic, collaborative and seasoned professional with progressive leadership experience.
- A politically-astute leader with a diplomatic style and the ability to excel in a complex and rapidly-changing environment.
- Demonstrated high-level business, strategic, and contemporary management skills and oriented toward both the big picture and operational detail.
- Ability to develop cooperative and productive relationships with key contacts and constituencies.
- Must possess a high degree of initiative, organization, and perceptiveness.
- A leader who values growth, innovation, teamwork, transparency and excellence and can instill these values into their team.
- Working knowledge of financial concepts, behavioral health operations, and system design.
- Demonstrated understanding of people and a sense of accountability, fairness, and consistency.
- Ability to work independently, yet cooperatively.
- A responsive leader who has a sense of urgency for getting things done.
- A hands-on leader who is willing to roll up their sleeves and do the work when required.
- Strong verbal and written skills.

The Community

Tulsa, Oklahoma

Nestled next to the Arkansas River in northeast Oklahoma, the city of Tulsa, once known as the "oil capital of the world", is the second largest city in the state of Oklahoma. Considered the cultural and arts center of Oklahoma, Tulsa is home to two art museums, a world-class ballet company, one of the nation's largest opera companies and boasts one of the largest concentrations of art deco architecture in the United States. Landmarks like the Philcade and Philtower buildings reflect a 20th-century construction boom fueled by the prosperous local oil industry and signify the storied history of the city.



Some of the country's largest foundations are proud to call Tulsa home. The work of these organizations, among others, inspired The Chronicle of Philanthropy readers to vote Tulsa the best city for philanthropy in the country. Many of these local foundations help fund Behavioral Health initiatives such as Parkside. Tulsa's cultural community includes Philbrook Museum of Art, housed in an Italianate villa once the home of a local oil magnate, showcasing an expansive art collection. In addition, The Gilcrease Museum, founded in 1949, is undergoing a \$108.6 million renovation – with the new facility looking to open in 2027. When it opens, the new immersive museum will show an impressive collection of over 250,000 items from the American West and Native American history. The Tulsa Arts District located in central Tulsa, is home to prominent cultural institutions like the Tulsa Theater and Cain's Ballroom. The Tulsa Opera, Tulsa Symphony Orchestra and Tulsa Ballet all perform at the Tulsa Performing Arts Center.

A few of Tulsa's newest attractions are found south of Downtown including Tulsa's Children's Museum Discovery Lab and an extensive riverfront park, Gathering Place. Designed by a world-renowned landscape architect, the recently opened Gathering Place is the largest private gift to a community park in US history at \$465 million. With a host of playgrounds, ponds, network of trails, and sports courts across 66.5 acres, Gathering Place is a hub for the city and a symbol of the generosity of the robust Tulsa philanthropic community and their dedication of bringing Tulsa together. To the northeast, the expansive Mohawk Park has a lake and trails, a golf course, the Tulsa Zoo, and the interactive Tulsa Air and Space Museum & Planetarium nearby.

With a population of just over 417,000, Tulsa is a city that is primed for growth as it has been recognized as one of the business friendliest cities in the country. The city serves as the headquarters for several Fortune 500 companies including Quiktrip, BOK Financial Corporation and ONEOK. USA BMX is the latest organization to find a home in Tulsa. Also, Tulsa boasts a diverse and robust restaurant scene, featuring highly-rated local restaurants ranging from fine dining establishments to old-fashioned eateries. Additionally, the Tulsa Metro area has several high-performing public school districts including Jenks, Owasso, and Bixby Public Schools. The neighborly mindset and community orientation of Tulsans are hard to rival, making Tulsa feel like the world's largest small town. With a rich history, exciting trajectory and strong investments flowing into the city, Tulsa may be one of America's best-kept secrets that will be hard to keep in the coming years.

To find out more information on Tulsa, please visit <https://visittulsa.com/>

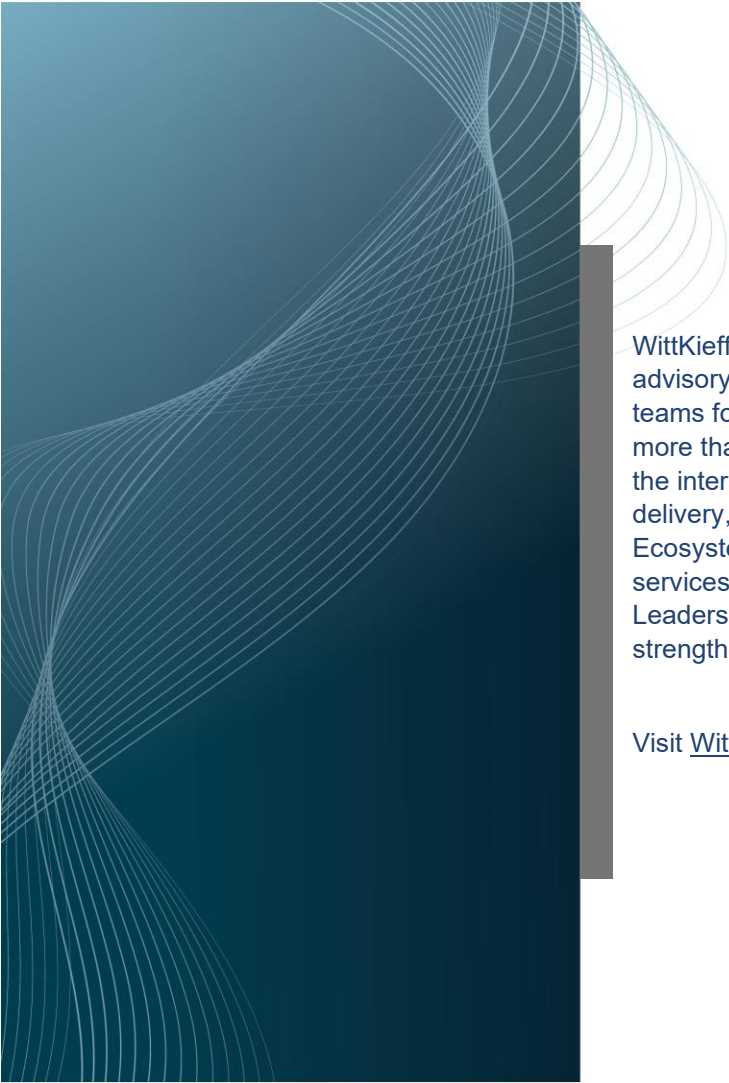
Procedure for Candidacy

Please direct all inquiries, nominations, and resumes to Trey Wilson and Courtney MacKinnon through the office of Trey Wilson via email at: twilson@wittkieber.com.

Trey Wilson Consultant (314) 754-6065	Courtney MacKinnon Senior Associate (502) 496-3388
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