



## Allison Cooper

### Executive Vice President

*Planner. Analyst. Women's Health Advocate.*

Allison Cooper's area of expertise is strategic planning, in particular the analysis of market, financial and competitive trends to help clients clearly understand the present and inspire a vision for their future. She helps her clients grow their business by making smart business decisions rooted in both evidence and aspiration.

Having worked in strategic, operational and financial roles – and a project manager by personality and training – Allison is adept at communicating and building consensus from all corners of the c-suite and levels of the organization.

Allison started her healthcare career working within the provider setting at Massachusetts General Hospital and Partners Healthcare in Boston, MA where she learned how hospitals and health systems could operate efficiently and differentiate themselves in a highly competitive market. Upon discovering that strategic planning was her professional passion, she moved into consulting in 2005 to focus full time on helping her clients understand growth opportunities and plan for success.

Allison has had a lifelong interest in women's health issues and proudly serves as board chair of the Virginia League of Planned Parenthood. Allison holds a Master's degree in Public Health from Boston University and a Bachelor of Arts degree in Politics from Brandeis University.

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