**Rick Haxton**

**Vice President & COO | Healthcare & Life Sciences Executive**

**Rick Haxton is a highly accomplished operations and sales leader with over 30 years of experience driving growth and operational excellence across the retail, food service, and beverage industries. Now bringing his expertise to the healthcare and life sciences sector, Rick applies his deep understanding of market dynamics, business development, and strategic partnerships to position brands for long-term success.**

**Throughout his career, Rick has consistently exceeded sales targets, built high-performing teams, and fostered lasting client relationships. His ability to identify emerging market trends, optimize sales strategies, and implement innovative campaigns has resulted in measurable revenue growth and enhanced brand positioning. From leading national sales teams to spearheading large-scale operational improvements, Rick has a proven track record of delivering impactful results.**

**As a results-driven executive, Rick thrives in fast-paced environments where adaptability, strategic foresight, and collaboration are key. His exceptional communication skills and hands-on leadership style have earned him a reputation for inspiring teams and forging strong connections with stakeholders at every level.**

**Committed to operational efficiency and business growth, Rick continues to drive innovation and excellence, ensuring that organizations remain competitive in evolving markets.**