

# GINA RENEE BURTON

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P R E S I D E N T & C E O | S T R A T E G I S T | E X E C U T I V E A D V I S O R

## EXECUTIVE BIOGRAPHY

**Gina Renee Burton** is a seasoned healthcare executive, transformational leader, and trusted advisor with more than two decades of experience advancing operational excellence, financial performance, and strategic growth across the healthcare and business services sectors. With a distinguished career rooted in revenue cycle management and a passion for leadership development, Gina brings a rare combination of executive-level insight, technical expertise, and a deep commitment to empowering individuals and organizations to thrive.

Gina currently serves as the Associate Vice President of EHR Revenue Cycle Optimization and Implementation at Bancroft, a leading nonprofit healthcare organization. In this role, she provides strategic direction for the integration of Electronic Health Record systems with revenue cycle operations, leading enterprise-wide efforts to enhance financial sustainability, workflow efficiency, and clinical alignment. Her ability to connect financial, clinical, and operational priorities has made her a pivotal leader in delivering measurable improvements in patient outcomes, compliance, and reimbursement performance.

Prior to this, Gina served as Bancroft's Associate Vice President of Revenue Cycle Operations, where she led a high-performing team in transforming the organization's billing, credentialing, contracting, and patient access infrastructure. Her leadership contributed to the development of scalable revenue systems, significant cost savings through automation, and the alignment of operational strategies with the organization's mission and long-term goals.

In 2024, Gina launched Credible Coaching & Consulting, LLC, where she now consults with healthcare organizations, small businesses, and entrepreneurs on matters related to strategic planning, operational design, fiscal management, and leadership capacity building. Through this work, she empowers clients to navigate complexity, implement effective change, and build the systems and skills necessary for long-term success. Her consulting approach blends data-driven analysis with a human-centered lens, making her a go-to strategist for organizations seeking both growth and sustainability.

Earlier in her career, Gina held consulting and executive roles with Guidehouse (formerly Navigant Consulting) and Thomas Jefferson University Hospital, where she led regional patient access initiatives and managed revenue transformation projects across multi-site healthcare systems. She has also served in numerous community leadership roles, including Past President of the Southern New Jersey Chapter of the National Coalition of 100 Black Women, Executive Board Member of the Gloucester County NAACP, and as an advocate with the New Jersey Chapter of the Leukemia & Lymphoma Society.

Gina's leadership has been recognized through several community awards, reflecting her dedication not only to professional excellence but to civic engagement and equity.

She holds a Master of Business Administration and a Bachelor of Science in Finance from LaSalle University, as well as a Master of Science in Clinical Counseling from Cairn University. She is certified in Diversity, Equity & Inclusion from Rowan University and is a John Maxwell Certified Leadership Coach.

Gina continues to serve as a catalyst for transformation—guiding organizations toward more equitable, efficient, and impactful futures.