



ROBERT H. BANCROFT
MBA, CPA (retired)
Executive Vice President

At Select Consulting Group, LLC, Bob leverages his considerable business acumen by providing strategic and operating leadership to our business clients who are seeking transition and succession planning.

Bob's 40-year business career includes serving as President, Chief Financial Officer and Chief Operating Officer of start-up, emerging growth, family-owned and private companies in the healthcare, manufacturing, distribution, and e-commerce segments.

He is a change-driven, seasoned healthcare executive with a powerful dual-track career in finance, accounting, and information systems combined with sales, marketing, and operations. Bob is a financial and operations executive who has created high-performance integrated finance organizations with internal controls, analytics, reporting, and accountabilities focused on achieving and supporting rapid, profitable growth of the company's operations as a whole. He has demonstrated an ability to reduce costs, improve efficiency, and increase profits while serving in both operating and finance roles. Bob is a strong communicator across departments, problem solver, team builder, business driver, and negotiator.

Professional Experience

Bob Bancroft as Controller, Vice President of Finance and Chief Financial Officer at Zee Medical, a \$110 million subsidiary of McKesson, led major financial, operations and information systems implementations as well as key acquisitions of highly profitable businesses resulting in Zee Medical becoming the second most profitable business unit of McKesson's large conglomeration of companies.

As Chief Financial Officer and Chief Operating Officer of Walsh Healthcare Solutions, he managed a 79 percent hyper-growth in sales and support systems of a \$1.1 billion wholesale drug company in just 18 months while simultaneously negotiating a \$135 million line-of-credit with seven major banks to sustain growth. He built and implemented a high-performance financial organization throughout the entire company including customer profitability analysis, cash management, internal controls, analytics, reporting, and management accountability.

As President and Chief Operating Officer of MedicineNet, he drove the start-up e-commerce healthcare company from negative cash-flow to a highly profitable "dot.com" through exponential growth in internet traffic by marketing and search engine optimizing its vast healthcare content. The hyper-growth in revenues plus incredibly scalable profit margins lead to the sale of the company to WebMD for 41 times earnings. Dramatic growth continued in the first year of integration with WebMD, leading to a second payoff to investors plus participation in WebMD's IPO.

Education

- MBA - University of Southern California Marshall School of Business, Los Angeles, California
- CPA (retired) - PricewaterhouseCoopers, State of California
- BS - University of Southern California, Los Angeles, California
- United States Naval Officer including two sea tours on combat ships in the Western Pacific

Contact Bob

- ADDRESS: 120 Vantis Drive - Suite 440
Aliso Viejo, CA, 92656
- PHONE: (949) 975-7900 / (800) 445-9822
- MOBILE: (949) 633-9657
- EMAIL: robert.bancroft.SCG@outlook.com