Annie Mays

Director, Revenue Operations | Scalable GTM & Healthcare Revenue Systems

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EXECUTIVE SUMMARY

Director-level Revenue Operations leader with 7+ years of experience designing, scaling, and stabilizing revenue systems in high-growth healthcare and behavioral health organizations. Proven ability to architect RevOps and RCM functions from the ground up, transform fragmented workflows into scalable operating models, and deliver revenue intelligence that informs executive decision-making. Deep expertise in GTM analytics, forecasting, KPI frameworks, systems governance, and cross-functional leadership across Finance, Product, Clinical Operations, and Provider Experience.

CORE REVOPS & TECHNICAL EXPERTISE

Revenue Operations Strategy • GTM Systems & Data Infrastructure • Forecasting & Revenue Intelligence • KPI Frameworks & Executive Dashboards (Metabase, Google Sheets, SQL) • CRM & GTM Platforms (HubSpot) • Process Design & Systems Governance • Healthcare RCM & Payer Operations • Denials & Variance Analysis • Automation & Workflow Optimization • Cross-Functional Leadership • Change Management • Team Development

PROFESSIONAL EXPERIENCE

Prosper Health — *RCM Lead / Head of Revenue Operations* (Remote | Jan 2025 – Present)
Own end-to-end revenue operations for a multi-state behavioral health provider network, operating as the senior leader accountable for revenue systems, analytics, and operational performance.
• Designed and executed a scalable revenue operations framework spanning claims, credentialing, payer engagement, reporting, and performance management.
• Built revenue data infrastructure and KPI frameworks from the ground up, enabling leadership visibility into collections performance, denial drivers, and forecast risk.
• Increased collections into the 90%+ range while materially reducing denial rates through payer-specific workflow redesign and root-cause analysis.
• Reduced credentialing-related claim blocks by 75%+, eliminating long-standing backlogs and improving time-to-revenue.
• Partnered cross-functionally with Finance, Product, Engineering, and Clinical Operations to align revenue strategy, systems architecture, and execution.

Weekend Health — *Pharmacy Operations Manager / Revenue Operations (Strategic Design)* (Remote | Jan 2024 – Jan 2025)
Supported revenue and payer operations during a period of organizational transition, including strategic modeling related to the WeightWatchers merger.
• Developed future-state RCM and revenue infrastructure models to support potential post-merger expansion into insurance-based clinical services.
• Built scenario-based operating frameworks outlining how a consumer health organization could compliantly incorporate insurance billing.
• Designed benefit verification and claims workflows that reduced processing time and improved audit readiness.

Charlie Health — *Financial Counselor / Revenue Cycle Operations* (Remote | May 2023 – Dec 2023)
Operated across a fractured RCM structure spanning eligibility, financial counseling, and A/R.
• Worked end-to-end across RCM functions, identifying workflow gaps and improving coordination between teams.
• Supported claims reconciliation, payment follow-up, and patient financial counseling with downstream revenue awareness.

Cerebral — *Insurance Clerk Team Manager / RCM Operations Partner* (Remote | Nov 2021 – Sep 2022)
Managed a 25+ person prior authorization team while partnering with enterprise RCM leadership during rapid scale.

- Built and scaled authorization and claims workflows through automation, reducing lift on the RCM team and improving collections.
- Worked cross-functionally with Finance, Clinical Ops, and Strategy & Operations to align revenue workflows with business goals.

EDUCATION & CERTIFICATIONS

HFMA Certified Revenue Cycle Representative (CRCR)
Agile Foundations
Scrum: The Basics
Ogeechee Technical College — Certificate
Claxton High School — Diploma