

DOUGLAS N. FIELD

Commercial Leader | Biotech | Medical Diagnostics | Healthcare / Virtual Care



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[Douglas Field | LinkedIn](#)

Areas of Influence

COMMERCIAL LEADER

BIOTECH

MEDICAL DIAGNOSTICS

HEALTHCARE / VIRTUAL CARE

MISSION CRITICAL PLANNING

CRITICAL THINKING &
STRATEGY

GLOBAL MARKET LEADER

INSTITUTIONAL CAPITAL
RAISING

PORTFOLIO STRATEGY

EMPLOYER HEALTHCARE

CHIEF REVENUE OFFICER

THOUGHT LEADERSHIP

DEEP HEALTHCARE
DIAGNOSTIC EXPERIENCE

B2C/D2C RETAIL PHARMACIES

GROWTH MINDSET

SALES / MARKETING
LEADERSHIP

NEW PRODUCT DEVELOPMENT

ENTREPRENEUR

Education

THE OHIO STATE UNIVERSITY

Bachelor of Arts in Journalism and
Public Relations

Executive Biography

Douglas N. Field is a visionary and innovative executive leader, driving operational excellence and pioneering healthcare consumer diagnostic innovations and commercial growth. He utilizes his vast knowledge of the field and demonstrated understanding to build companies as an entrepreneur, Chief Revenue Officer, and consultant working with both owned start-ups and established entities. Field has a passion for launching innovative solutions for the healthcare industry with comprehensive messaging, value propositions, and leveraging of networks and pipelines. He serves as a key industry Thought Leader for Healthcare Consumerism, including direct collaboration with leaders on media events and podcasts as well as serving as Keynote Speaker at multiple hosted events.

Field's current role is as Managing Principal at Southfield Group where he advises on all matters related to go to market. In addition, he provides business development resources to aid clients in building or growing their distribution networks and informs them about open opportunities with major retail pharmacy, healthcare provider, government, and employer channels, bringing his vast experience in healthcare innovation and commercial growth to developing and growing businesses.

Previously, Field served as the Chief Revenue Officer for Phase Scientific Americas. There, he built from the ground up and managed the American commercial market for a high-growth biotech company, including collaboration with laboratories, health clinics, and hospital systems. Working as part of the Executive team, he developed diagnostics and provided comprehensive information to clients regarding their personal health. Field realized business and revenue growth from zero to \$78M+ annually, playing a key role in the transition of the company from a pre-revenue company to a commercial organization. Douglas Field directed all oversight for Point of Care and Over the Counter markets, including an expansion into the at-home collection kit market to align with the digital health platform, Indicaidhealth.com.

Prior to his time at Phase Scientific Americas, Douglas Field founded Benefits4unow where he built and sustained a profitable world-class healthcare and benefits marketplace where individuals and small businesses were provided opportunities to assist with insurance coverage. Benefits4unow was unfortunately shut down due to the COVID-19 pandemic but was a disruptor in the healthcare consumer marketplace during its brief but successful tenure.

Field was also the Chief Executive Officer and Founder of The Institute for Healthcare Consumerism. During his tenure there, he orchestrated all operations for a multi-platform information hub and community with a keen focus on innovative health and benefits management. Douglas Field was recognized as an industry thought leader and subject matter expert on healthcare consumerism, working directly with C-level executives, benefits consultants, and brokers to provide customized solutions within multiple healthcare environments. He served as the first entity in the healthcare benefits space to bring together all stakeholders into the community with "Pop-Up Events" throughout the forum, including serving as keynote speaker at multiple high-profile events.

Field holds a Bachelor of Arts in Journalism and Public Relations from The Ohio State University.