

JOSEPH A. De NUCCI
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Professional Profile

Joseph DeNucci has been actively involved in the healthcare and the wellness industry for over 25 years. He is the President of DeNucci & Associates, a consulting company providing expertise in comprehensive strategic planning and business development, specifically for clients with interests in merging conventional health and medicine with Alternative Medicine, Integrative Medicine, Healthy Lifestyle and Wellness. DeNucci has developed and owned a number of healthcare related businesses, and has consulted and developed projects for clients that include Duke University, Baptist/St. Vincent Health System, Medtronic, and Menla Mountain Retreat and Tibet House-Manhattan on behalf of the Dali Lama, Sierra Tucson Treatment Hospital and Miraval-Life in Balance Resort and Spa, Insight Intensive at Gold Lake, and many others.

DeNucci is co-founder and managing partner of NextHealth, LLC, a Chicago based private investment firm lending expertise and capital to startup companies in the healthy living and healthy lifestyle space. Additionally, DeNucci is a manager and investment advisor to William O'Donnell Jr., founder of ODE, LLC in Chicago; and DeNucci also manages the Family Office for O'Donnell.

DeNucci was a partner and operations executive for Asgard Health in Palm Beach Florida. The Asgard group owned the Rosewood Eating Disorders Center, in Wickenburg, AZ, and A New Journey in Malibu, CA and the Palm Beach Institute until the programs were sold in 2016.

From 2009 to 2014 DeNucci founded and operated Insight Intensive at Gold Lake. The program was a residential program for young adult men who were commonly described as "failure to launch"; and as such they failed out of college due to anxiety, depression and conditions. The goal of the program was to provide these young men with the life skills and self-leadership skills necessary to instill the competence, confidence and clarity that one needs to meet the challenge of young adulthood and continue on with college

From 2007 to 2008 DeNucci served as COO of WorldCare Dubai which was a business collaborative between Duke University, Partners Healthcare and World Care to develop and execute a \$350,000,000 health destination resort in Dubai Healthcare City in Dubai, UAE.

From 2004 to 2006 DeNucci served as the COO and Senior Vice President of Wellness, Spa and Guest Program Development for Miraval, Life in Balance Resort and Spa. In

this role DeNucci led the team in developing and implementing the strategic and business initiatives for expand operations in therapeutic spa and clinical program services.

From September 2002 until March 2003 DeNucci served as the interim Chief Operating Officer for Duke University Health System's Campus for Living, reporting directly to the Chancellor and Chief Medical Officer. While in this position, DeNucci developed and implemented a comprehensive reorganization plan for the Duke Center for Living Campus, which is an internationally recognized campus providing programs in prevention, wellness and medically supervised fitness and weight management. DeNucci developed a strategic business plan that culminated in the opening in November 2006 of a free standing Center for Integrative Medicine based on a self-pay model.

From 1999 to 2002, DeNucci served as the Executive Vice President of NextHealth, Inc., a publicly traded company until a management buyout in 2002. He was responsible for the company's operations which included Sierra Tucson, a behavioral health residential facility, and also served as the General Manager of the internationally recognized *Miraval, Life in Balance* resort and spa.

From 1995 to 1998, DeNucci developed an integrated behavioral health management model called Behavioral Services Management to administrate the full range of behavioral health services for a large hospital health care system in Florida (Baptist/St. Vincent's' Healthcare System) which eventually bought the service from DeNucci in 1998. Following that transaction, DeNucci wrote a comprehensive business planning strategy for B/SV to develop and integrate Complementary and Alternative Medicine programs within select medical practice groups.

From 1983 to 1995, DeNucci has served in the capacity of senior and executive management with conventional behavioral and traditional medicine companies. During this time Mr. DeNucci was Chief Operations Officer for ProCare Health Management; Senior Vice President of Comprehensive Health Programs; and Director of Operations for Comprehensive Care Corporation.