



## Robin Eggert, MA, CMC President & Founder

*"Always try your best and never say 'I can't.'"*

- Morgan Darrah

### About Robin

Robin brings an innovative approach to significant and sustainable change. Her expertise stems from her 35 years of leadership experience working with Catholic religious institutes, health systems, and non-profit senior service providers.

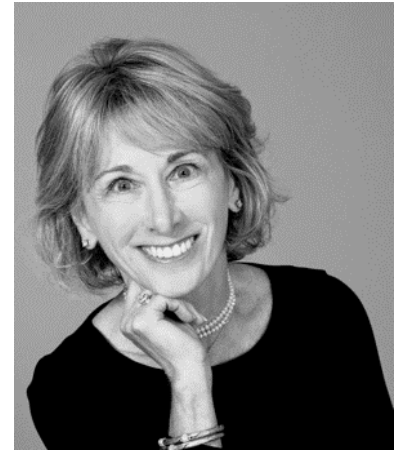
Robin's profound understanding of the challenges clients face when undertaking comprehensive planning are rooted in her knowledge of gerontology, organizational change, and innovation. She boldly identifies, visions and implements solutions with enthusiasm and creativity. She has worked with over 150 organizations managing a wide range of projects in health care, housing, property planning, and collaborative partnerships.

Robin is passionate about the relentless pursuit of mutually supportive connections and showcases her continued journey through [Passionate Perspectives](#). The blog platform is comprised of the voices of fearless leaders that inspire readers to discover unexpected possibilities, imagine alternative futures, and boldly lead their organizations.

Robin is a founding member of the LeadingAge Leadership Institute, the Center for Aging Services Technologies (CAST), and the Catholic Leaders Symposium. She is a consummate learner, voracious reader, and seeker of signals that are early identifiers of change to spark new insights for our clients. Robin cherishes time with family, physical activity, and making a difference in our world.

### Past Positions

- Senior Vice President, Health Dimensions Group
- Principal, Hoffman Corporation
- Partner, ESG Architects
- Vice President, KKE Architects Inc.



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### Education

- University of Southern California, M.A. Gerontology
- DePauw University, B.A.
- Stanford Graduate School of Business, ongoing innovation coursework

### Associations

- Institute for the Future
- Disruptive Women in Health Care
- Center for the Aging Services Technology (CAST)
- Gerontological Society of America (GSA)
- LeadingAge

### Professional Certifications

- Foresight Practitioner, Institute for the Future
- Geriatric Care Manager, Aging Life Care Association
- Wellness Coach, International Consortium for Health and Wellness Coaching (IHCWC)

## Boards

- Alzheimer's Association
- ArtSource
- Wisconsin Health Care Association

## Awards

- Top 25 Women in Business

## Speaking Presentation Topics

- Innovation
- Aging Unleashed
- Responding to Changing Needs Through Service Innovation & New Models of Care
- Weaving the Strategic Planning Process into Your Corporate DNA