

WILLIAM (BILL) THEURER

Principal Business Consultant | Executive Leader & Enterprise Program Director |
Human-Centric AI-Enabler | Founder, The Healthspan Extension Project | Biology of
Aging Educator | Healthspan Commercialization Consulting & GTM Strategy |
Longevity Thought Leader | Expert Network Calls | Board Advisory Services

EXECUTIVE SUMMARY

My mission is to help people and organizations thrive by combining enterprise-level digital transformation expertise with a human-centric approach to AI-enabled innovation.

My focus is on empowering people - helping companies envision a better future, implementing transformative technologies for competitive advantage and demonstrating how individual “Mastery of Our New Digital World” can launch “Epic-Aging Journeys with uncommon Wellness, Vitality, and Longevity.”

Bridging operating excellence and rigor, I’m producing Healthspan & Longevity education content, building evidence-first programs, provider offerings, and partner ecosystems capable of global scale. Through my Flagship Course, Substack, and Longevity-Lifestyle Coaching programs, we make the latest geroscience practical, personal, and actionable. **At scale, I am working to deliver exceptional aging-outcomes that make it possible to achieve our highest potential as we age.**

My work spans two interconnected themes:

1. **Enterprise Consulting & Leadership:** Senior operator with 20+ years delivering high-stakes outcomes at scale: \$60M P&L accountability, 550 FTE leadership, concept-to-100+ locations, international market entries, and complex IT/IS portfolios. I bridge strategy to execution—architecting PMO governance, cross-functional playbooks, and AI/agent workflows that reduce cost-to-serve and improve throughput.
2. **Founder | The Healthspan Extension Project:** a Substack-centered movement and Kajabi-delivered course ecosystem that helps people and organizations identify, prevent, delay, and mitigate the chronic diseases of aging while preparing responsibly for the coming wave of Geroscience therapeutics. Conceived and built the Nine-Pillar / Four Program Healthspan Extension Framework, a mindful sequencing model that translates the biology of aging into practical behavior change, provider-ready programs, and measurable outcomes. Parallel track as a Commercialization & GTM advisor working with medical clinics, providers, and Longevity brands to launch evidence-backed offerings; underpinned by 20+ years of enterprise program leadership, P&L turnarounds, multi-market rollouts, and AI/agent enablement. I’m forming a movement delivering science-backed education, modern medicine, and Longevity-Lifestyle strategies.

TARGET ROLES

Contract Engagements Leading Health and Longevity Venture Initiatives • Fractional Leadership Roles • Head of Corporate Health and Wellness • VP Medical Clinic Real Estate and Construction • VP Engagement Manager for Commercialization and Go-to-Market (GTM) Delivery • VP Health and Wellness Strategy & Innovation • Head of Human-Centric AI Adoption/Enablement • VP Program Management • Board Advisory

ENTERPRISE IMPACT SNAPSHOT

- **Turnaround:** develop plan in 90 days, \$60M P&L, 550 FTE division; 24 location in nine states, positive comps in first quarter; executed org redesign, sales and operational improvements, and an enduring leadership transition.
- **Omnichannel Retail / Unified Commerce:** program leadership delivering a personalized convenience small-format retail concept from flagship to 30 stores across 7 markets; later achieved 100+ locations and >\$100M revenue.
- **International expansion:** 14-month 3 Big-Box Store Puerto Rico entry; 23 departments; 75+ key stakeholders; on time/on budget with minimal disruption.
- **IT/IS portfolio experience \$40M+ budget:** reporting; program management of ERP/WMS/HCM/POS/cloud and analytics implementations, upgrades, and system modernizations.
- **Developed GenAI/agentic enablement framework:** for mid-cap corporations where virtuous cycles of people → processes → Technology achieves an AI-forward culture of digital enablement, and continuous innovation by amplifying human creativity and insight. Portfolio approach to use-case discovery, fast-agile POC, risk controls, and adoption metrics; designed intake triage, bottom-up knowledge and end-user engagement with strong organizational change resulting in high adoption rates.

EXPERIENCE

Principal Independent Consultant / Program Engagement Leader | Founder — Centrifucus Project Management Services, Inc. | 2008 – Present

Strategic, hands-on C2C project and program management leader with over 16 years of hands-on experience delivering enterprise-scale initiatives across technology, operations, systems, and process improvements. Adept at integrating cross-functional executive teams, aligning stakeholders, and driving results in complex, high-visibility environments. Trusted advisor to C-suite leaders, with deep expertise in PMO, International expansion, IT infrastructure, and enterprise system implementations.

- P&L Turnaround (VP Ghirardelli): rebuilt cadence, staffing model, margin hygiene, and CX standards; restored confidence with board and lenders; recruited permanent leadership.

- Concept to Scale (Petco Unleashed): end-to-end program leadership (site selection, construction, tenant improvements, OpEx/CapEx model, labor standards, supply chain, POS/payments, analytics).
- International Expansion (Puerto Rico): compliance (tax, labor, data), vendor ecosystem stand-up, payments and FX, marketing localization; playbook for future entries.
- Portfolio/PMO: instituted gated governance, dependency mapping, and KPI dashboards; improved velocity and reduced variance across programs.
- AI & Agentic Roadmap: discovery to POC to scaled adoption; intake routing, knowledge orchestration, CRM/EMR-adjacent automations; security & privacy controls.

Founder & Executive Director — The Healthspan Extension Project (soft launched September 2025) | **Centrifucus, Inc.** | **2022 - Present**

- Architected a four-platform operating model: **Healthspan Extension** (mission/community on Substack), **Vitality Programs** (courses, GenAI tools, curated services), **Crowd Scale Catalyst** (citizen-science and Cohort pilots), **Health Conspiracies** (advocacy).
- Launched Flagship Course: **The New Science of Aging: Introduction to Healthspan Extension and Longevity** with multi-tier entry to ensure nobody is left behind
- **Created the Nine-Pillar Health-Enablement Framework:** foundational concepts, tools and baseline testing | circadian rhythm | sleep performance | digestive health and microbiome | realistic nutrition | functional mobility and exercise | fasting | advanced longevity therapeutics | preserving cognitive, emotional, mental and social health
- **Created the Healthspan Dashboard** (biological/physiological/functional age) to prioritize interventions, integrated epigenetic clocks and functional metrics.
- Opened partner lanes for consulting clients, sponsors, patrons, and affiliates; introduced the Patron Healthspan Rescue Project to demonstrate outcomes at scale.
- **Developing course-adjacent GenAI Custom-API GPT trained on the Pillars** to educate and guide participants along epic-aging journeys resulting in exceptional aging-outcomes.

EDUCATION & CREDENTIALS

- B.S., Business Administration & Management — San Diego State University
- Certified Project Management Professional, (PMP) — Project Management Institute
- Certified Organization Change Consultant, Accelerated Implementations – IMA Worldwide
- Generative AI for Leaders – Vanderbilt University, Generative AI for Everyone – DeepLearning.AI, Data Landscape of GenAI for Project Managers – PMI, Generative AI for Project Managers – PMI

- Leadership & Ops: PMO/portfolio governance world congresses; KPI/OKR workshops; change leadership.
- Longevity & Healthspan multi-day travel conferences and remote seminars (100+ over two decades)

PUBLIC PROFILE & SPEAKING

- Substack and LinkedIn articles, YouTube videos, Bluesky threads
- Available for speaking engagements and talks related to Healthspan Extension, Longevity-lifestyles, Geroscience research, medical education, societal Healthcare reform

SAMPLE TESTIMONIALS

Tom Farello, SVP Operations: Bill has excellent project management skills. He can develop strategy as well as create initiatives and map each initiative thoroughly to ensure that all cross functional areas are aware of their impact on an initiative. His management style ensures that people are informed and know milestones for completion of projects. He collaborates well across the organization both with senior leaders, peers and with those who have been assigned to the project he is managing. He has great leadership skills.

Phillip Hixon, EVP Store Ops and Real Estate: Bill quickly aligns with and understands what is needed to operationalize and execute strategy on tight timelines. He develops rapport and trust with Executive Leadership and all levels of management; independently facilitates team deliverables; and pulls me in appropriately as needed and with solution recommendations in hand. I highly recommend Bill for critical initiatives, programs, and projects.

Fred Major, SVP-CIO Supply Chain: Elite project manager, business planner and thought leader. Bill's attention to detail, his ability to connect/build partnerships across the enterprise and with external partners/vendors makes him the best in the business. With Bill you get more than just a project manager, his true value comes with the business/strategic contributions he brings to all facets of any business venture.

SKILLS & KEYWORDS (ATS)

Leadership/Operations: P&L • PMO/Portfolio • KPI/OKR • Risk • Vendor Ecosystems • OCM • International Expansion • CX • Commercialization/GTM • Price optimization • Funnel • Sponsor/Affiliate • Contracting • Program Design • AI/Data: Agentic Workflows • Orchestration • Data Pipelines • Governance • Security/Privacy • Model Risk • Measurement • ROI • Healthspan/Longevity Biomarkers • Epigenetics • Functional Age • Longevity-Lifestyles • Cohort Design • Aging-Outcomes Dashboard • Multi-Unit Real Estate • Retail Concept Design • Personalize Marketing Journeys • Warehouse/Logistics/Service Fleets • Golf Course Resort Operations