

WILLIAM (BILL) THEURER

Principal Consultant | Enterprise Program Director | AI & Transformation Leader |
Founder, The Healthspan Extension Project

Executive Summary

With over 15 years as an independent consultant, I help organizations and visionary leaders thrive by leading high-impact, enterprise-scale programs that integrate advanced technologies, optimize operations, and unlock sustainable growth.

I have served as a trusted advisor and key person to CEOs, CIOs, CFOs, and PMOs driving critical enterprise initiatives. My work bridges business transformation with information technology enablement and now extends to building AI-forward cultures and integrating AI-enabled applications within operating systems designed to deliver enduring competitive advantage.

I am equally passionate about leadership roles that address societal health challenges from the ground up — one person at a time — and roles that translate geroscience research into practical, scalable solutions. I am uniquely positioned to lead ventures that commercialize longevity innovations and bring to market the products, programs, and services that empower individuals to age with uncommon and extended wellness, vitality, and longevity.

Capability Summary

- **Program & Project Leadership:** Enterprise PMO leadership, business transformation, integration, expansion, turnaround, stakeholder alignment, OCM
- **AI & Innovation Enablement:** AI strategy, roadmapping journeys, generative AI use-case design, beta POC testing, data governance, application integrations and upgrades, overall project implementation, training, and change management
- **IT & Systems Management:** ERP, CRM, HCM, WMS, SaaS sourcing and integration, omnichannel commerce, POS and tech stack administration
- **Financial Management:** P&L ownership (\$60M), budgeting, forecasting, cost optimization, dashboards, vendor contracting
- **Business Unit Leadership:** Multi-unit retail, restaurants, and service operations (\$60M P&L, 24 locations, 550+ employees)
- **Healthspan & Longevity Commercialization:** Translating geroscience into scalable programs, digital infrastructure, and B2C revenue models for clinics and wellness ventures
- **Real Estate & Facilities:** Site selection, capital projects, IWMS systems, maintenance, energy and environment management

Target Engagements — Corp-to Corp, hybrid and onsite, travel as needed

- Contract, interim, fractional and permanent VP / Director roles
 - Mission-critical program leadership, digital transformation, growth and expansion
 - AI enablement and adoption journeys, system upgrades and integrations
 - Commercialization support for emerging health and longevity ventures
 - Multi-unit expansion, real estate, or adaptive reuse initiatives
 - Integration support for PE/VC-backed acquisitions and mergers
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Sample Centrificus Client Projects (2008 – Present)

Centrificus, Inc. — Executive Director, The Healthspan Extension Project

(Biology of Aging Sciences Commercialization / AI-Enabled Program Development)

Conceived and launched a four-platform operating model uniting science, technology, and community engagement through *The Healthspan Extension Project* (Substack mission and community), *Vitality Programs* (Kajabi courses and curated services), *Crowd Scale Catalyst* (citizen-science pilots), and *Health Conspiracies* (advocacy and outreach).

Drawing on more than 5,000 hours of longevity research, developed the proprietary Nine-Pillar Health-Enablement Framework addressing metabolic, cognitive, circadian, and cellular pathways of aging. Designed and launched the flagship 3.75-hour course, “The New Science of Aging,” and created companion coaching programs that translate geroscience into actionable lifestyle strategies.

Designed the Personal Healthspan Dashboard and developed a GenAI-powered coaching assistant trained on the framework to guide users through personalized aging journeys. Personally architected the complete digital ecosystem—brand identity, tech stack, content, and integrations—building a scalable foundation for commercialization and partnerships.

The Healthspan Extension Project — [HealthSpanExtension.Substack.com](https://healthspanextension.substack.com)
Course: “The New Science of Aging” — [Vitality-Programs.myKajabi.com](https://vitality-programs.mykajabi.com)

Ghirardelli Chocolate Company — Vice President, Restaurants & Retail Stores

(Executive Leadership / P&L Turnaround)

Engaged by the CEO and Board to lead a full-scale turnaround of an underperforming \$60M P&L portfolio across 24 restaurant and retail locations. Directed strategic planning, finance, HR, real estate, and design to reestablish brand performance and operational discipline. Delivered a +3% comp increase within the first quarter and built a foundation that sustained profitability through the pandemic while developing successor leadership who later became CEO of Ghirardelli USA.

Welk Resorts / Hyatt Vacation Club / Marriott Vacations Worldwide — Senior Project Manager

(Systems Modernization / Program Recovery)

Directed a 48-person cross-functional team and \$1.9M budget to modernize the Resort Operating System across 10 properties serving 55,000+ owners. Delivered cloud migration, complex data integrations, and user training during merger secrecy and substantial Covid disruption. Stabilized and restructured the project to deliver a successful go-live, securing operational continuity post-acquisition.

Petco Animal Supplies, Inc. — Enterprise IT/IS Portfolio

(IT Portfolio Management / PMO Governance)

Supported CIO/CTO in managing a \$42M portfolio of 20+ concurrent technology programs driving enterprise modernization and Agile transformation. Partnered with senior leaders across multiple departments to improve governance, PMO processes, and risk control, and formed offshore managed-captive development center in Pune, India to expand technical capability, speed of delivery, and reduce costs.

Petco — International Expansion (Puerto Rico)

(Market Expansion GTM / Cross-Cultural Execution)

Led a 30-person, 23-department project team to plan and open Petco's first three international stores in Puerto Rico. Developed partnerships with local legal, tax, and construction experts to ensure compliance and community engagement. Recognized with the **National Results Leadership Award** for flawless execution and strategic market entry.

Unleashed by Petco — New Retail Concept & National Rollout

(Strategy & Innovation / Brand Development, GTM National Store Rollout)

Partnered with senior executives to create and operationalize a new premium retail brand concept, delivering a smaller footprint model with enhanced experience and profitability. Managed 15 workstreams across 14 departments, engaging 90 stakeholders from design through launch. Rolled out 30 pilot stores in 7 test markets eventually generating \$100M+ in new annual revenue.

IBM TRIRIGA Lease Management Implementation

(Project Recovery / Data Governance)

Recovered and delivered a stalled IWMS program streamlining and automating \$34M in monthly lease obligations across 1,350 stores, 10 distribution centers, and corporate offices. Reestablished stakeholder confidence through disciplined governance, requirements cleanup, and data migration quality control. Delivered the program in six months on time and on budget.

Ceridian / Dayforce HCM Implementation

(Workforce Transformation / Process Optimization)

Led implementation of a \$5.7M enterprise wage and hour compliance project for 25,000 employees across 1,400 locations. Directed 24 workstreams and 135 stakeholders to deploy a fully integrated Time and Attendance and payroll solution under budget by \$860K. Delivered legal compliance and future readiness across all 50 states while improving HR automation and reporting.

Petco — Master Data Management (MDM) & Teradata Operational Data Store

(Data Infrastructure / Digital Intelligence Enablement)

Partnered with enterprise architects to centralize decades of disparate data into a unified “golden record” powering analytics, marketing, and e-commerce personalization. Managed governance, ETL, and API development to enhance accuracy, compliance, and business insight. Enabled the foundation for advanced data science and AI integration across the enterprise.

Petco — Brand Identity Update

(Rebranding / Organizational Change)

Collaborated with the VP sponsor to refresh the iconic “Red Ruff and Blue Mews” brand across 1,250+ retail, warehouse, and corporate sites. Oversaw design approvals, vendor management, and scheduling for enterprise-wide signage and digital asset replacement. Delivered brand modernization on time and on budget, unifying the company’s visual identity.

Prior Employment (early career)

Leisure Living Superstore — Director of Business Development, Finance, Accounting & IT (2003- 2007)

(Operational Scaling / ERP Modernization / Entrepreneurial Leadership)

Directed all business operations, finance, and technology for an industry-leading retailer specializing in outdoor leisure products and backyard design, growing revenue from \$8.9M to \$17.5M in four years. Partnered directly with ownership to execute Strategic Planning and Reporting Initiatives (SPRINT) that redefined performance management and cross-departmental accountability. Oversaw ERP implementation integrating accounting, sales, CRM, merchandising, and logistics, modernizing every aspect of reporting and control. Upgraded IT infrastructure with enterprise-grade systems, security, and automation — including VoIP, WAN, and ERP connectivity — improving real-time visibility and efficiency. Delivered measurable value through P&L stewardship, vendor negotiations, HR leadership, warehouse optimization, and expansion into new big-box Superstore locations featured in *Hearth & Home Magazine*.

Rainmaker Systems, Inc. — Sales, Operations, Finance, Marketing Analyst (1999-2002)

(Data-Driven Decision Support / Sales & CRM Automation / Predictive Analytics)

Served as a data-driven business analyst at a \$60M outsourcing provider delivering sales, CRM, and e-commerce programs for major software clients. Designed forecasting, budgeting, and reporting tools that became the company standard, improving forecast accuracy and executive visibility across 15 business units. Developed automation and modeling processes that increased quoting productivity 300% and improved profitability analytics at both the business-unit and corporate levels. Played a pivotal role in integrating financial, sales, and CRM data systems, driving the company’s transition toward activity-based costing and Balanced Scorecard methodologies. Combined technical and analytical rigor with strategic business insight — delivering tools, dashboards, and insights that empowered leadership to make faster, data-informed decisions. **Received the President’s Club award for sales enablement.**

American Golf Corporation — PGA Head Professional & Director of Golf (1992-1998)

(Service Excellence / Performance Culture / Leadership Development)

Managed operations, finance, sales, and marketing functions for multi-million-dollar daily-fee resort golf courses within a 170-location national operator. Directed a staff of 50, full P&L oversight, and major F&B and retail components, while implementing revenue optimization and service excellence programs that raised customer satisfaction from 70% to over 95%. Launched innovative loyalty and membership programs, improved utilization through data-driven yield management (RevPAR), and delivered consistent profitability across seasonal operations. Facilitated corporate leadership and management training through Arthur Andersen's *Performance 2000* and service culture programs including *Raving Fans* and *Knock Your Socks Off Customer Service*. Built a durable reputation for operational excellence, cultural transformation, and team engagement that produced measurable, repeatable service and revenue gains.

Awards

National Results Leadership | Caught from the Top | President's Club | Ace Award

Testimonials

Tom Fareello, SVP Operations:

"Bill has excellent project management skills... His management style ensures alignment, collaboration, and timely delivery."

Phillip Hixon, EVP Store Ops:

"Bill quickly aligns with what's needed to operationalize strategy... I highly recommend him for critical initiatives."

Fred Major, SVP-CIO Supply Chain:

"Elite project manager and thought leader... With Bill, you get strategic contributions beyond execution."

Education

Professional Education

- B.S., Business Administration & Management — San Diego State University
- PMP, Project Management Professional — Project Management Institute
- OCM, Organization Change Consultant, Accelerated Implementation Methodology — IMA Worldwide
- Agile | Scrum | Transformation – Slalom-Metis Strategy
- Arthur Andersen’s Performance 2000 Leadership Training
- P.G.A – Class A-1 Golf Professional (inactive), Business Schools I & II

Continuing Education

- **Artificial Intelligence:** 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
 - **Program & Project Management:** two PMI World Congress and >260 PDU hours
 - **Biological Aging Sciences:** Geroscience, Gerontology, Preventative Medicine, Chronobiology, Sleep, Microbiome, Nutrition, Functional Mobility, Fasting, Longevity Therapeutics, Mental Health and Neuroprotection — 10+ multi-day travel conference (100+ remote seminars, 5,000+ research hours over two decades)
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Appendix

Competencies | ATS and AI Keywords

Enterprise Program Director, Principal Business Consultant, Executive Leadership, Engagement Manager, Program Management Office, PMO Governance, Business Transformation, Digital Transformation, Organizational Change Management, OCM, Strategic Planning, Enterprise Integration, M&A Integration, Post-Merger Integration, IT Strategy, ERP Implementation, CRM Implementation, HCM Implementation, WMS, SaaS Integration, Technology Modernization, Enterprise Systems, Portfolio Management, Process Optimization, Continuous Improvement, Operational Excellence, Business Process Reengineering, Lean Six Sigma, DMAIC, Agile Transformation, Scrum, Agile Coaching, Kanban, Waterfall, Project Turnaround, Risk Mitigation, Vendor Management, Contract Negotiation, Budget Management, P&L Leadership, Capital Projects, Cross-Functional Leadership, Executive Stakeholder Management, Team Building, Executive Communication, Corporate Governance, Compliance, Workforce Transformation, Change Enablement, Training and Development, Leadership Development, Interim Executive, Fractional Leadership, Corporate Strategy, Enterprise Architecture, Data Governance, Data Analytics, Master Data Management, MDM, Business Intelligence, BI, KPI Dashboards, Performance Metrics, Financial Forecasting, Budgeting, Reporting Automation, Business Analysis, Business Process Mapping, Cost Optimization, Revenue Growth, Operational Strategy, Enterprise Security, Cybersecurity Governance, IT Operations, Cloud Migration, iPaaS Integrations, Digital Platforms, AI Adoption, Generative AI, AI Strategy, AI Enablement, AI Roadmapping, AI Implementation, Machine Learning, Predictive Analytics, AI Governance, Responsible AI, AI Ethics, AI-Driven Automation, Intelligent Workflows, AI in Operations, AI Project Management, Innovation Strategy, Emerging Technology, Technology Commercialization, Product Innovation, Software Modernization, Cloud Platforms, Digital Workplace, CX Transformation, Omnichannel Strategy, E-Commerce, Enterprise Data Architecture, Data Migration, SQL, ETL, API Integration, Salesforce, IBM TRIRIGA, Ceridian Dayforce, Oracle, SAP, Microsoft Dynamics, NetSuite, Azure, AWS, OKTA, ClearPass, RCI Integrations, Real Estate Technology, IWMS, Lease Management, HRIS Systems, Payroll Systems, Time and Attendance, Workforce Optimization, Facilities Management, Financial Systems, Enterprise Infrastructure, IT Governance, Managed Services, Offshore Development, Pune India, Captive Development Center, Nearshore Delivery, PMO Setup, IT Service Delivery, SLA Management, Strategic Partnerships, Cross-Functional Collaboration, Stakeholder Alignment, Executive Sponsor Engagement, Board Presentations, Corporate Communications, Program Portfolio Reporting, Financial Analysis, Scenario Modeling, Activity-Based Costing, Balanced Scorecard, Business Intelligence Systems, Excel Power User, PowerPoint Executive Reporting, Dashboard Design, Tableau, Power BI, ROI Analysis, Performance Measurement, Operational Reporting, Process Automation, Workflow Optimization, ERP Upgrades, System Configuration, Software Deployment, Enterprise Integration Architecture, Organizational Scaling, Retail Operations, Multi-Unit Operations,

P&L Turnaround, Franchise Operations, Hospitality Operations, Food Service Operations, Real Estate Development, Construction Management, Facilities Optimization, Lease Accounting, Capital Project Management, Maintenance Systems, Vendor Sourcing, Supply Chain Optimization, Logistics, Distribution, Inventory Management, Customer Experience, CX Strategy, Brand Experience, Marketing Strategy, Brand Repositioning, Product Development, New Concept Launch, Retail Expansion, Market Entry, International Expansion, Go-to-Market Strategy, GTM, Puerto Rico Market Entry, Strategic Partnerships, Innovation Incubation, Customer Loyalty Programs, Service Excellence, Operational Recovery, Corporate Rebranding, Visual Identity Systems, Brand Consistency, Cross-Cultural Management, Business Growth, Leadership Consulting, Executive Coaching, Strategy Execution, Interim VP, Interim Director, Advisory Services, Management Consulting, Executive Consultant, Independent Consultant, Corp-to-Corp Consulting, Business Development, Client Engagement, Contract Negotiation, Statement of Work, SOW Management, Delivery Oversight, PMO Maturity Model, Enterprise Risk Management, Business Continuity, Crisis Management, Stakeholder Communication, Governance Frameworks, Performance Improvement, Policy Development, Operational Readiness, AI in Business Strategy, AI Governance Frameworks, Enterprise AI Enablement, Generative AI in Operations, Responsible Innovation, AI Roadmap Implementation, AI Center of Excellence, AI-Forward Culture, Workforce Upskilling, Human-in-the-Loop Systems, Intelligent Automation, Conversational AI, Custom GPT Development, AI Ethics, Data Privacy, AI Integration, Prompt Engineering, LLM Fine-Tuning, AI Strategy Consulting, Healthspan, Longevity Science, Geroscience Commercialization, Healthy Aging, Aging Science, Vitality Programs, Wellness Coaching, Preventive Health, Lifestyle Medicine, Functional Medicine, Healthspan Extension, Lifespan Extension, Aging Biomarkers, Epigenetic Clocks, Biological Age Testing, Personalized Health, Digital Health Platforms, AI Health Coaching, Citizen Science, Crowd Scale Catalyst, Longevity Clinics, Longevity Ventures, Health Innovation, Life Sciences, Translational Research, Clinical Innovation, Digital Therapeutics, Precision Health, Cognitive Health, Functional Mobility, Nutritional Science, Sleep Optimization, Metabolic Health, Circadian Rhythm, Microbiome, Cognitive Longevity, Emotional Health, Regenerative Medicine, Advanced Therapeutics, HealthTech, Bioinformatics, Health Data Integration, Wellness Program Design, Personalized Coaching, Behavior Change Systems, Human Performance Optimization, Holistic Health Leadership, Geroscience Translation, Health Commercialization Strategy, Medical Innovation Consulting, Wellness Industry Strategy, Aging Startup Advisory, Strategic Partnerships in Healthspan, Thought Leadership, Public Speaking, Content Strategy, Substack Author, Kajabi Course Creator, Online Education, Digital Learning, Video Course Production, Scriptwriting, Narration, Creative Direction, Digital Marketing, SEO, Brand Architecture, Web Design, WordPress, WooCommerce, Printful Integration, Stripe Payments, AIOSEO, Hostinger, Content Management, Productization of Knowledge, IP Development, Trademark Management, Copyright Filing, Brand Governance, Professional Services Branding, Executive Presence, Strategic Communication, and Legacy Project Leadership.
