

BOARD BIOGRAPHY

**GREICE MURPHY**

**Title:** Founder & CEO | Board member | Mentor | Advisor | Investor | Philanthropist |

**Phone number:** 404.824.4444

**Email:** gm@greicemurphy.com

**Expertise:** Strategy & Planning | M&A | P&L | Multistate Location Management | Talent Attraction & Retention | Marketing & Sales

**Industries:** Healthcare, IT, and Consumer Goods

**Markets:** United States and Brazil

Born and raised in Brazil, Greice founded and built one of the fastest growing healthcare companies in America. She now helps other entrepreneurs and executives scale their businesses as a board member, investor, advisor, and mentor.

In 2010, Greice founded Advanced Care Partners (ACP) with the purpose of raising the quality of homecare nursing services delivered to medically fragile children across Georgia and Florida. In less than a decade, ACP extended its services to adult care and its footprint to Texas. The company also launched an international recruiting agency to help solve the nationwide nursing shortage.

Greice led ACP as its CEO from its inception until June 2021. As a result of her leadership, ACP grew organically and through acquisitions at an annual rate of 40-50% with a team of 1,300+ employees, becoming one of the few companies in the U.S. ever to make the Inc. 5000 Fastest Growing Private-Companies list for eight years in a row.

In 2018, Greice spearheaded the acquisition of the company with Council Capital. As the founder, board member and shareholder, her focus is to improve operating efficiencies, enhance profit margins, advise the management team on initiatives to maximize equity value. She continues to play an active role as a board member, spearheading the implementation of the company's M&A strategy.

In October 2022, Greice relocated to Miami, Florida and acquired Miami Stem Cell® one of the leading Stem Cell Institutes in the US that provides top-notch services in the field of Regenerative Medicine. Greice plans to scale the business nationally while expanding its lines of services.

In 2003, Greice came to America to work as a currency trader for Global Money Remitttance, a prominent finance firm in the Southeast United States. Her strategic mind, combined with a strong finance background and deep sense of care for people are the reasons behind her success. In 2020, she received the Legendary Award from the Entrepreneur’s Organization (EO). In 2021, she was recognized by EY, receiving the prestigious Entrepreneur of the Year Award® and for the past three years, she has contributed her expertise as a lead judge for new candidates competing for the EY Entrepreneur of the Year award.

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Greice loves helping companies hone their vision and build a scalable model to better serve all stakeholders. As such, she has been a trusted advisor to Crisp, Poplar, a Yield-as-a-Service solution, guiding the company’s go-to-market strategy. She also joined as board member to Biatch Tequila, SakeBomb, and Joov, a tech wellness brand focused on a personalized approach to longevity planning, cell therapy & hormone health. Additionally, Greice joined Phyllis Newhouse’s team of investors for the IPO launch of her SPAC, ShoulderUp Technology Acquisition Corporation, and they are on-track to complete the business acquisition by the summer of 2024. Other notable investments include Optios, Voyager Space, Rule1 Venture, Brijjit, and ReliantMD.

Greice received her bachelor’s degree in Radiology from Ulbra University and her master’s degree in Business from the University of Fundação Getulio Vargas. She serves as a board member of Extra Special People (ESP), a well-respected non-profit focused on transforming the lives of people with disabilities and their families, as well as the Brazilian American Chamber of Commerce. Other affiliations include women-focused VC firm Golden Seeds, the EY Board Diversity Cohort, the Tech Advisory Council of Morris, Manning & Martin, EO, and OnBoard. Greice shares her insights as a regular contributor to the Forbes Business Council and Inc Magazine.