

GREICE MURPHY



Title: Founder | Board member | Mentor | Advisor | EY Entrepreneur of the Year

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, advisor, and mentor.

In June 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 six years in a row.

In 2018, Greice spearheaded the acquisition of the company with Council Capital, a well-respected private equity firm. As the founder and second largest shareholder of ACP, her focus is to improve operating efficiencies, enhance profit margins, advise the management team on initiatives to maximize equity value, and help lead the execution of the company's M&A strategy.

In 2003, Greice came to America to work as a currency trader for Global Money Transfer, 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 was recognized by EY, receiving the prestigious Entrepreneur of the Year Award® by the consulting giant.

Greice loves helping companies hone their vision and build a sustainable scalable model to better serve all stakeholders. As such, she has been a trusted advisor to ProsperCare, guiding the company's go-to-market strategy. ProsperCare provides IT solutions leveraging machine learning to support its clients' recruitment efforts in the healthcare industry.

Recently, Greice also joined HairPORN as a co-founder and board member. Women-founded and women led, HairPORN is a clean, salon-grade personal care brand with a big give-back strategy: empower young women to reach their full potential through mentorship, professional development resources and financing.

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 currently lives in Atlanta and 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 for the U.S. Southeast. Other affiliations include member of the EY Board Diversity Cohort and the Tech Advisory Council of Morris, Manning & Martin, as well as advocate for OnBoard.