

Bio: Larry Rook, MBA, PMP

Larry has in depth knowledge in a variety of sectors from a lifelong career operating among many professional fields, companies and cultures.

- MBA (Finance), University of Houston
- BA Practical Theology, Howard Payne University

- Professional Experience:
 - o IT Systems Consultant
 - o Software Implementation Management
 - o Project Management
 - o Fund Management
 - o Strategic Consultant
 - o Investment Banking
 - o Healthcare Leadership Development
 - o Healthcare Program Management
 - o Venture

- Personal Experience:
 - o Was a Radio DJ
 - o Managed a rock band (Tours in Europe, SEA)
 - o Runs a skincare products company
 - o Drives very old cars (so DO HELP if you see him stranded on the roadside)



Currently, Mr. Rook oversees the collaboration of Memorial Hermann and MD Anderson Cancer Center in a partnership providing radiology services to patients in the greater Houston area. Through this program, patients receive screening services at many of Memorial Hermann's neighborhood locations, while receiving MD Anderson's oncological expertise. Through the program, over 200,000 lives have been touched in 3 years.

Many of the case studies and group work are real world examples faced by these and other organizations, their leadership, caregivers and their patients.