



MEDIA KIT

Stephanie Jones

Founder & CEO of iTAV



itavss.com

Table of Contents

- 01** **About Stephanie Jones**
- 03** **Recognition & Affiliations**
- 04** **Mission & Vision Statements**
- 05** **Recent Media Coverage**
- 06** **Professional Testimonials**
- 07** **Media Contact**



*We treat every data
point as if it were a person
in the room with us.*

01

About Stephanie Jones

Stephanie Jones is a visionary leader, transformative strategist, and seasoned executive. As the Founder and CEO of It Takes a Village Software & Services (iTAV), she is on a mission to revolutionize healthcare by simplifying complex systems and advocating for the often-overlooked workforce, particularly operations teams and vulnerable populations.

iTAV, a software solution that provides AI-powered predictive analytics, introduces a forward-looking, strategic approach to workforce optimization for government sponsored health plans. Stephanie founded the company after watching her aging mother struggle to navigate the complex Medicare system and realizing that "it takes a village" to improve a broken and inefficient healthcare system.



Stephanie's decades-long career in healthcare technology and operations began in Cigna's underwriting department, a job that prepared her for leadership and eventually executive roles at top healthcare organizations, including Vista Health Plan, Coventry Healthcare (now Aetna), and UnitedHealth Group.

As Vice President of Product Development for Vista Health Plan, Stephanie oversaw Medicare and Medicaid HMO product design and portfolio management. Under her leadership, the company expanded to 250,000 members and generated \$500 million in annual revenue.

At Convey Health Solutions, Stephanie played a pivotal role in scaling the company's business to business operating model from \$30 million in annual revenue to \$400 million over ten years – culminating in her being named Chief Operating Officer. She was instrumental in taking the company public, marking a career milestone as she rang the bell on the New York Stock Exchange.

Stephanie is known for her ability to drive operational efficiency, negotiate complex technology and services contracts, and implement scalable solutions that foster business growth. Her approach combines technological insight, operational expertise, and a deep commitment to creating supportive, collaborative environments. Stephanie's expertise in organizational transformation, coupled with her unwavering commitment to innovation and equity, has made her a sought-after leader in the healthcare technology space.

Subject matter expertise



**Workforce
management
and optimization
for health plans**



**Use of predictive
AI and analytics
to improve
operations**



**Medicare Open
Enrollment Plan
selection and
readiness**



Recognitions

- Named a "Top 50 Women Leaders of Miami" by Women We Admire
- Recognized as Leukemia & Lymphoma Society's "Woman of the Year"
- Voted "One of Miami's Most Powerful and Influential Black Business Leaders" by the editors of Legacy Magazine
- Honored as "Black America's Best Executives and Professionals in South Florida" by ICABA World Network
- Named "South Florida's Most Influential and Prominent Black Women in Business and Industry" by the editors of Legacy Magazine
- Named MIA Media Group's "Corporate Executive of the Year"

Current Professional Affiliations

- Board of Directors - Family Bridges, Chicago, Illinois
- Advisory Board Member - ActivOps
- Member - International Women's Forum of Florida
- Member - ICABA (Identifying, Connecting, and Activating Black Accomplished) World Network

Past Professional Affiliations

- Former Chairman of the Board - Girl Power Rocks, Miami, Florida
 - Former Member - National Association of Corporate Directors
 - Former Member - Women Business Leaders
-



Mission

To improve lives by building technology solutions that simplify complex systems and make healthcare more equitable and transparent.



Vision

To be a transformative leader who inspires innovation, equity, and human connection by simplifying healthcare, elevating underserved voices, and empowering women entrepreneurs to boldly pursue their dreams.



Don't Miss the Most Important Medicare Message You'll See This Year

September 2025

READ NOW

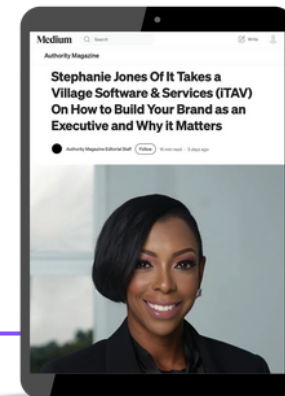


Medium

Stephanie Jones Of It Takes a Village Software & Services (iTAV) On How to Build Your Brand as an Executive and Why it Matters

September 2025

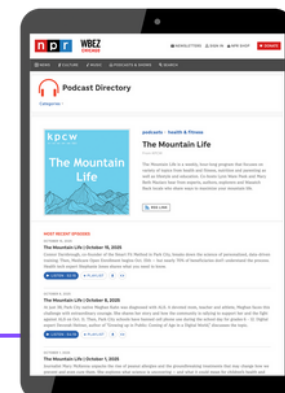
READ NOW



It takes a village to navigate Medicare with confidence

September 2025

LISTEN NOW



06

Professional Testimonials

“

Stephanie is a true healthcare solutions and product visionary. Her deep expertise in Medicare AEP, payer relationships, and operational readiness is matched by her forward-looking approach to innovation. Her leadership, insight, and relentless focus on client success make her an influential voice in healthcare innovation."

– **Gayathri Malolan, CEO of ATMECS Global**

“

Stephanie invested in process improvement to drive efficiency, improve member experience, and reduce cost. She designed and implemented process enhancements that automated manual processes, eliminated subjectivity, and improved quality. She was the ideal business partner and leader."

– **Gillian Hsieh, Former SVP of Finance at Convey Health Solutions**

“

Stephanie is well versed in Medicare and what it takes to be successful, especially during the annual enrollment period (AEP), a very critical part of the Medicare process. Her willingness to take action for us to meet strict client requirements was greatly appreciated by myself as well as the clients we served."

– **Brian Ripes, Former client**



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