



Joni Fernbaugh, RN, MS-IST Biography

Joni Fernbaugh is a nationally recognized Federal healthcare business development and capture executive with more than 30 years of experience spanning clinical healthcare, health information technology, strategic growth, and large-scale Federal contracting. As President and Principal Owner of FedHealth BdExec Consulting, LLC, and a Principal with Deep Water Point & Associates, she advises organizations pursuing growth opportunities across the Military Health System (MHS), Department of Veterans Affairs (VA), and Department of Health and Human Services (HHS). Her expertise includes business development strategy, large-deal capture management, pipeline development, strategic teaming, and Federal healthcare market expansion.

Ms. Fernbaugh began her career as a Registered Nurse after earning a Bachelor of Science in Nursing from Duquesne University. During her ten years of clinical practice, she specialized in critical care, cardiovascular, emergency, trauma, and flight nursing. As healthcare technology emerged as a transformational force, she transitioned into health information technology, supporting some of the earliest implementations of electronic clinical record systems and helping lay the foundation for major Military Health System electronic health record initiatives.

Since moving into business development in 1999, Ms. Fernbaugh has built a distinguished career supporting leading system integrators, consulting firms, and healthcare organizations. She has played a leadership role in capturing and winning more than \$150 billion in Federal healthcare contract vehicles, including major GWACs and IDIQ contracts, while also helping secure more than \$1 billion in task order awards across MHS, VA, and HHS programs. Her capture leadership is widely recognized for delivering exceptional win rates on complex, high-value pursuits and recompetes opportunities.

Throughout her career, Ms. Fernbaugh has held senior leadership positions with organizations including Deloitte, LMI, SAIC (now Leidos), BearingPoint (now Deloitte), Noblis, Unisys, IMS Health (now IQVIA), and General Dynamics-related organizations (SRA, CSC, and ViPS). She has successfully helped organizations establish and expand Federal healthcare practices, build multibillion-dollar opportunity pipelines, develop innovative growth strategies, and strengthen customer relationships across Federal health agencies. Notably, she has assisted clients in securing hundreds of millions of dollars in Federal healthcare awards through her independent consulting practice.

Ms. Fernbaugh earned a Master of Science in Information Systems Technology from George Washington University, further strengthening her ability to bridge clinical, operational, and technical domains. Her unique combination of nursing experience, healthcare IT expertise, and executive business development leadership enables her to translate complex healthcare challenges into innovative, mission-focused solutions for government clients. She remains active in several industry organizations, including HIMSS, the Professional Services Council (PSC), AFCEA, and APMP.

Today, Ms. Fernbaugh is widely regarded as a trusted advisor and growth strategist in the Federal healthcare market, helping organizations navigate complex acquisitions, develop winning strategies, and deliver meaningful improvements to government healthcare programs.