



Executive Profile

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Mark Marten brings over 30 years of exceptional leadership experience to Health Plans, IPAs, Hospitals, and MSOs. As the President and CEO of Athena Group Consulting, he spearheads the firm's commitment to delivering comprehensive solutions in Risk Strategies, Licensing, Managed Care, Contracting, and Operations. Notably, the firm's client base includes prominent MSOs, IPAs, Medical Groups, Hospitals, and Restricted Knox Keene Health Plans. Mark's remarkable ability to drive tangible improvements and cultivate effective strategies for healthcare organizations is well-established, having held influential C-Suite and Senior Executive Management positions within various Health Plans and IPAs. His adept management skills, coupled with an unwavering commitment to integrity, have earned him a strong reputation and trust within the industry.

At Athena Group Consulting, Mark assumes the role of an esteemed advisor for private equity partners and investors, providing invaluable insights and guidance on a range of Health Care related transactions. Furthermore, he has demonstrated his prowess as an interim CEO or COO, providing crucial leadership for companies seeking experienced executives to fulfill temporary or part-time roles. Mark's extensive industry experiences have honed his skills in senior management oversight, strategic planning, negotiation, contract management, and cost optimization. These proficiencies reflect his exceptional ability to navigate complex healthcare landscapes and drive organizations toward sustainable success.



During his tenure as a Principal (Partner) at Mazars USA within the HealthCare Consulting division, Mark demonstrated exceptional proficiency in licensing several entities as Restricted Knox Keene plans, showcasing his adept understanding of regulatory complexities and requirements. In addition to this, he provided invaluable assistance to Health Plans and IPAs in the formulation of effective Risk Strategies, navigating intricate Regulatory Issues, and ensuring optimal outcomes in Contracting procedures.

In his prior role as the COO of a major integrated delivery system in California, Mark played a pivotal role in charting the strategic direction and overseeing the operational management of multiple Independent Practice Associations (IPAs) covering over 250,000 managed care lives. Mark's involvement in the expansion of new markets underscored his comprehensive industry insights and collaborative approach. Collaborating with Health Plans, Hospitals, and IPAs, he played a key role in the development of tailored Managed Care strategies and innovative alternatives in emerging markets across various states, including Texas, Rhode Island, Arizona, Washington, New York, and New Jersey.

Mark's adept negotiation skills have consistently led to increased revenues for Hospitals, IPAs, and MSOs in Health plan negotiations. His implementation of efficient operational programs has further supported providers in their daily activities, while his expertise in Managed Care has proven invaluable in guiding clients through start-ups and company integrations during mergers and acquisitions.

Mr. Marten has dedicated his career to the advancement of public health, working with Health Plans, Hospitals, and Physician Organizations, in addition to founding his own company. His active involvement in various Boards and Company Advisory Committees, all within the healthcare sector, highlights his commitment to making a positive impact. Notably, his advocacy work at the March of Dimes focused on championing the rights of children. Previously served March of Dimes as chair of the Public Affairs for both the State and Local Chapters, as well as the Orange County Board of Directors, Mr. Marten played a pivotal role in advocating for children's welfare.



Furthering his advocacy for children and families, Mr. Marten extended his involvement to the Board of Directors of MOMS Orange County, a non-profit organization dedicated to promoting healthy families where he has served for 25 years. His contributions were instrumental in establishing the "Taller para Papas" program, fostering greater involvement of Hispanic fathers in their children's lives from the onset of the mother's pregnancy. His diverse roles in Finance and Marketing, alongside his three-year tenure as the Chairman of the Board of Directors, underscore his significant contributions to the organization. Presently, Mr. Marten continues to serve as the Secretary for MOMS Board of Directors, playing a vital role in shaping the organization's strategic direction and initiatives.

Before establishing Athena Group Consulting, Mr. Marten held distinguished executive positions at prominent organizations including Prospect Medical, CIGNA HealthCare of California, Orange Coast Managed Care Services, Inc., PacifiCare of California, Mutual of Omaha, South Coast Medical Center, and South Coast IPA. His wealth of experience in these roles has significantly contributed to his comprehensive understanding of the healthcare industry.

Mr. Marten's professional achievements are underscored by his recognition as a Fellow of the American College of HealthCare Executives (FACHE). His contributions extend to various Board positions, including his prior service on the CAPG Board of Directors, further solidifying his commitment to shaping the future of healthcare. His academic qualifications include a bachelor's degree in business administration and a Master of Business Administration degree from National University of San Diego, emphasizing his strong foundation in both business principles and healthcare management.

