



**Regina Menza**  
*Senior Director, Sg2*

As a senior director on the Sg2 Consulting team, Regina collaborates with health care leadership on data-driven strategic decisions that will create a differentiated health care product. She identifies growth opportunities by incorporating her deep knowledge of national trends and data analytics that tell the story of local market dynamics and unique attributes and decision points of the health care consumer. Regina manages strategic engagements across national and regional health systems, children's hospitals, and community hospitals.

Prior to joining Sg2, Regina gained over 15 years of experience in business development, strategic planning, product management and data analytics, and applied her comprehensive understanding of the health care product, service line development process and consumer segmentation to her work. She previously worked for a health system in Dayton, OH, where she led business development and strategic service line planning initiatives, such as the development of a comprehensive emergency services strategy that included a freestanding ED, urgent care centers and a senior-focused emergency department.

Regina earned an MBA with a concentration in marketing and product management from Cleveland State University, and she graduated from Ohio University with a bachelor of science in communication systems and management information systems.