

Christy Owenby is a healthcare strategist and the CEO and Founder of MOXY Company. With a focus on providing strategic consulting, her firm specializes in various sectors, including MedTech, health systems, pharma, medical schools, physicians, and large practices. MOXY Company serves both domestic and international clients, delivering strategic plans to meet the unique needs of healthcare organizations across the globe.

The firm develops strategies for companies in pre-FDA approval and product launch phases, navigating complex healthcare industry challenges. With her expertise and industry knowledge, Christy drives the success of her clients by helping them navigate the complex challenges of the healthcare landscape and achieve their strategic goals.

Using her expertise, Christy inspires and educates others through her speeches at notable conferences such as the Mayo Clinic Annual Conference and by teaching Continuing Medical Education (CME) courses on healthcare marketing and compliance. In addition to her role at MOXY, Christy is the co-founder and Chief Marketing Officer of MedEd Combine, an innovative MedTech company leveraging Virtual Reality (VR) to provide immersive, live medical training courses.

In her multifaceted roles, Christy challenges conventional approaches, bringing innovative ideas to the healthcare sector and disrupting traditional strategies through her visionary approach to healthcare strategy and marketing.