

B. RIGGS LEWIS, JD

Strategic Advisor • Economic Development • Government Relations

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PROFILE

Attorney and senior executive who now leads an independent strategic advisory practice. Three decades of experience advising businesses, governments, healthcare systems, and senior leaders on strategic planning, advocacy, economic development, branding, and crisis management. Trusted partner in fast-paced, public-facing, and highly regulated environments, with a record of converting complex challenges into measurable growth, sound risk management, and durable coalitions.

PROFESSIONAL EXPERIENCE

President — Groupset Solutions, LLC

2024 – Present

Louisville, KY

Founded and lead an independent strategic advisory firm serving real estate developers, engineering and design firms, public authorities, economic development organizations, businesses, and political candidates. Advise clients on strategic planning, government relations, economic development, public-private partnerships, coalition building, branding, and campaign and crisis strategy — drawing on executive, legal, and public-policy experience to move complex, multi-stakeholder projects and initiatives across the finish line.

System Vice President, Health Policy — Norton Healthcare, Inc.

2015 – 2024

Louisville, KY

Senior executive team member reporting to the CEO. Led multi-state federal, state, and local external relations, regulatory affairs, 340B compliance, and legislative strategy for a market-leading \$4.5B health care system — nine adult and one children's hospital, 2,500 licensed beds, and 22,000 employees. Built and directed government relations through a 100-member internal matrix team, managing consultants, crisis communications, and coalition building across regulators, policymakers, trade groups, media, and community partners.

- **University Directed Payments for Norton Children's Hospital** — Secured language in state legislation (SB 280) recognizing Norton Children's as a state teaching hospital, unlocking ~\$200M annually in federal pediatric quality payments for a statewide pediatric network. (2024)
- **Norton Healthcare West Louisville Hospital** — Negotiated state/local regulatory approval and partnership agreements to acquire seven acres at the Goodwill Opportunity Campus for the largest economic project and first hospital in West Louisville in 150 years. (2022)
- **Center for Safe & Healthy Kids** — Secured \$6M from the Kentucky General Assembly to launch a statewide Center of Excellence for child abuse prevention. (2022)
- **KY 800-COVID-19 & Long-Term Care Hotline** — Secured legislative funding and executive-branch approval for Norton to serve as sole state vendor for a multimillion-dollar statewide clinical COVID hotline. (2020–2021)
- **CMS Immediate Jeopardy Closure Order** — Led the response to a surprise system closure order; reversed the ruling, achieved dismissal of all claims, and avoided costly litigation. (2018)

President — Balanced Health KY

2016 – Present

Lexington, KY

Created, built, and led an all-volunteer, hospital-funded 501(c)(3) advocating for comprehensive state tax reform to fund ACA expansion for 500,000 Kentuckians fully.

Founding Partner — The Rotunda Group, LLC

2001 – 2015

Louisville, KY

Founded, grew, managed, and sold a bipartisan government relations and business development firm representing many of the state's leading employers on policy, lobbying, business development, and regulatory matters at the local, state, and federal levels. Representative client successes included UPS (jet-fuel tax exemption and 20-year appeal settlements, Metro College scholarship program, cargo-theft legislation), LG&E Energy (environmental incentives and regulatory affairs), Comcast (statewide franchise agreement), and Maker's Mark and Jim Beam (distillery expansions, land acquisition, and infrastructure).

Attorney of Counsel — Stoll Keenon Ogden, PLLC

2004 – 2015

Louisville, KY

Advised business clients navigating tax, budget, and regulatory issues across local, state, and federal government. Engagements included American Express Travel Related Services v. Commonwealth of Kentucky (6th Cir. 2011, 2013) and the Williams Companies post-litigation 99-year interstate transmission lease settlement.

Special Advisor for Public Policy — Office of KY Gov. Ernie Fletcher

2003 – 2004

Frankfort, KY

Led the transition team for the Economic Development Cabinet; served as a First Day Officer and directed the Governor's statewide legislative policy and constituent service program.

CIVIC LEADERSHIP & BOARDS

- **LOUMED – Louisville Medical & Education District** — Inaugural Chairman; designed and secured \$25M first-year funding to launch the city's newest 501(c)(4) economic development district. (2021–2024)
- **Strategic Economic Development Advisor, Metro Louisville** — Transition Team Co-Chair for Mayor-elect Craig Greenberg (2022); co-led a six-month data-driven economic development strategic plan engaging 80 community leaders. (2023)
- **Louisville Downtown Development Corporation** — Executive Committee, Chair-elect. (2022–2025)
- **Louisville Arena Authority** — Board of Directors, Finance Committee. (2024)
- **Greater Louisville Inc.** — Chair, Health Enterprises Network (2022–2024); Policy Committee (2016–2024); Chair, Healthcare Committee (2020–2022).
- **KIPDA** — Comprehensive Economic Development Strategies Committee. (2023)
- **Additional** — Bingham Fellows, Moving Downtown Forward (Class of 2022); Rotary Club of Louisville (2016–Present).

EDUCATION & LICENSURE

- **Juris Doctor** — University of Louisville, Louis D. Brandeis School of Law (2001)
- **Bachelor of Arts, Political Science** — University of Kentucky (1991)
- **Licensed Attorney** — Commonwealth of Kentucky (2001–Present)

References available upon request.