



Transforming Lives Through Organ, Tissue, and Eye Donation



Barry C. Massa

Chief Executive Officer Network for Hope

Barry Massa has been a transformative leader in the field of organ procurement for more than 20 years. In 2024, he stepped into the role of CEO of Network for Hope after guiding the successful merger of Kentucky Organ Donor Affiliates (KODA) and LifeCenter Organ Donor Network (LifeCenter).

Barry's service to LifeCenter and the field of organ procurement began in 2004 as Chief Financial Officer for LifeCenter and U.S. Tissue and Cell. He brought to these organizations decades of experience in roles of increasing responsibility serving the healthcare and finance sectors. In 2006, the University of Cincinnati Department of Surgery sold U.S. Tissue and Cell to Allosource and Barry transitioned to a dual appointment as LifeCenter's CFO and the University of Cincinnati Department of Surgery's Assistant Director of Business Affairs. He was promoted to LifeCenter's Executive Director a few short years later (2008) and in 2010 he oversaw LifeCenter's transition to an independent OPO.

Barry has also lent his passion for improving systems of care and advancing best practices to many nationwide efforts. Most notably, Barry served on the Board of AOPO (the Association of Organ Procurement Organizations) from 2020–24 and was President for the term 2022–23. He also served ten years on the OPTN (Organ Procurement and Transplantation Network) and UNOS (United Network for Organ Sharing) Finance Committee and was a member of the board for the OPTN and UNOS from 2022–24.

As demonstrated by his service to national efforts to strengthen the donation and transplantation system and the strategic changes he has overseen for both LifeCenter and Network for Hope, Barry's leadership reflects a long-standing commitment to advancing the field through innovation, excellence, and a focus on meaningful outcomes.

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