

# RONALD SHAWN MARTIN



## EXECUTIVE PROFILE

Accomplished senior executive with 20+ years of experience in health policy, association management, public affairs, and advocacy, with a proven record of transforming organizational performance, image, and influence. Recognized by Modern Healthcare as one of the 100 Most Influential Leaders in Healthcare (2022, 2023, 2024, 2025).

- Nationally respected leader in health care policy and one of the most prominent voices in the United States on primary health care and the primary care workforce, with deep relationships across government, media, and the health sector.
- Strategic operator and collaborator, adept at aligning Boards, members, staff, and partners to achieve ambitious goals in complex environments.
- Trusted connector across the health ecosystem—from insurers, pharma, and health systems to Silicon Valley and Wall Street.
- Skilled communicator and thought leader with a demonstrated ability to articulate and advance an organization's strategic vision.

## PROFESSIONAL EXPERIENCE

### **American Academy of Family Physicians (AAFP)**

Executive Vice President & Chief Executive Officer  
Leawood, KS / Washington, DC | 2020–Present

- Provide strategic and operational leadership to the nation's largest primary care physician organization, representing 127,600 family physicians and 190M+ patients annually.
- Oversee a \$100M+ combined budget, including an \$85M operating budget, 375 employees, and diversified revenue streams exceeding \$60M annually.  
Elevated the AAFP's influence as a national leader in health policy with policymakers, payers, and industry partners.
- Cultivate and maintain strategic partnerships across the health care landscape—including physician groups, care delivery systems, digital health firms, and investment stakeholders.

Senior Vice President, Advocacy, Practice Advancement & Policy  
Leawood, KS / Washington, DC | 2012–2020

- Member of the executive team leading advocacy, policy, political, and research initiatives.
- Oversaw enterprise operations generating \$3M+ in external funding and directed the Robert Graham Center, a nationally recognized primary care research center.  
Positioned AAFP as a top-tier advocacy organization—ranked 2nd most influential in Washington, DC (Ballast Research).
- Co-developed an advanced alternative payment model (APM) adopted by CMS.
- Recognized nationally as a top health care lobbyist, spokesperson, and thought leader.

## **American Osteopathic Association (AOA)**

Chicago, IL / Washington, DC | 1999–2012

- Represented the interests of over 100,000 osteopathic physicians and medical colleges.
- Directed congressional advocacy, policy analysis, and socioeconomic initiatives at national and state levels.

## **State of Oklahoma**

External Affairs & Community Development Officer

Tulsa & Oklahoma City, OK | 1994–1999

- Directed government and community engagement strategies for state initiatives, driving collaboration across regional public and private sectors.

## **EDUCATION**

- Master of Health Care Delivery Science – Dartmouth College, Hanover, NH
- Bachelor of Science – Phillips University, Enid, OK

## **BOARDS & AFFILIATIONS**

- Founder, Primary Care for America (2020–Present)
- Board Member, Primary Care Collaborative (2020–Present)
- Board Member, AAFP Foundation (2020–Present)
- National Coalition on Health Care (2016–2020)
- Coalition for Sustainable Drug Pricing Steering Committee (2016–2020)
- Health Care Transformation Task Force Steering Committee (2015–2020)
- TransforMed Board of Directors (2012–2015)
- Health Coalition on Liability and Access (Chairman, 2006–2009)
- National Committee for Quality Assurance PCMH Advisory Board (2007–2009)
- AHRQ Practice Transformation Advisory Board (2008–2010)

## **PUBLICATIONS & PRESENTATIONS**

Frequent national speaker and commentator on health care policy and politics. (Comprehensive list of speaking engagements available upon request.)