

TITLE | Founder & CEO

ABOUT | Mr. Maller founded BSM Consulting, an internationally recognized health care consulting firm, in 1978. He is located in Scottsdale, Ariz.

Mr. Maller has exceptional practice management expertise in strategic planning, financial planning and benchmarking, mergers and acquisitions, business valuations, succession planning, and business development.



AREAS OF EXPERTISE | As the CEO of BSM Consulting, Mr. Maller is responsible for overseeing business operations and nurturing client relationships. His primary responsibilities include:

- ✓ Guiding BSM clients and consultants with consultative leadership and expert insight
- ✓ Overseeing projects conducted by BSM consultants
- ✓ Ensuring consistent, high-quality client service
- ✓ Assuming direct responsibility for key corporate and provider projects
- ✓ Performing business and transaction valuations
- ✓ Fostering valuable client relationships and strategic partnerships

ACHIEVEMENTS & CREDENTIALS

- ✓ Frequent lecturer for various medical societies and national conventions
- ✓ Instrumental in designing course content and selecting speakers for various societies and conventions
- ✓ Co-editor of [Ophthalmic Professional](#) magazine
- ✓ Recurring contributor to numerous industry publications

EDUCATION | Bachelor of Arts in Psychology, University of Colorado, Boulder

DID YOU KNOW? | Bruce has a love of thoroughbred horses. He and his wife, Cass, breed and race thoroughbreds in Kentucky and California.