



Ayse McCracken
Founder
eNOVATE Health Ventures LLC
Houston, TX

Ayse McCracken brings a unique combination of business credentials, healthcare industry knowledge, proven success record for driving results, and a transformative mindset to companies aspiring to challenge the healthcare status quo.

After serving three decades as a senior executive in some of the country's most prominent healthcare systems, Ayse focused her knowledge and energy on businesses seeking to revolutionize the delivery of healthcare and in

2016 she incorporated eNOVATE Health Ventures LLC. Today, her company serves as a business advisor to CEOs and executive teams in healthcare systems, medical group practices, and digital health startups positioning for growth in this very dynamic and innovative environment. Supporting her client's growth strategies in both domestic and international markets, Ayse has gained deep expertise in the digital health space including technologies using AI and NLP.

Her past roles include Senior Vice President of Texas Children's Hospital and President of Texas Children's Pediatrics, Senior Vice President of The Methodist Hospital and COO of The Methodist Hospital Physician Organization; and CEO of Memorial Hermann Medical Group. She has also served as a senior executive at multiple venture-backed companies.

In 2017, Ayse founded IGNITE Healthcare Network, a nonprofit organization that brings together dynamic women executives interested in shaping the future of healthcare. IGNITE's Annual Fire Pitch Competition is one of a few national events supporting women leading start-up companies poised to transform the industry. Ayse is an advisor at TMCx and an active board member nationally recognized non-profit, BakerRipley, Inc. She has previously served on the boards of the YMCA of Greater Houston and Texas Children's Insurance Company, and as a member of the National Board of Medical Examiners.

Ayse received her MBA from the Red McCombs School of Business at the University of Texas in Austin. She received a bachelor's degree in business/accounting from Louisiana State University. A lifelong student, Ayse has attended programs at Harvard's School of Public Health and MIT, leveraging her learnings to make greater contributions to her clients and employers.