

S A N D R A } M O R A L E S

Sandra Morales is a healthcare industry executive, still running the company she started twenty years ago. She speaks on leadership, teams, industry innovation and executive health — from experience and a proven record.



IN THIS KIT

About Sandra

Bios, lift-ready

What she speaks on

The talks in detail

Sessions, continued

Formats, audiences and proof

To book Sandra

About Sandra

Sandra Morales is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside.

In 2006, she founded Kassy Health, a skilled home health organization serving Central Florida and Florida's Space Coast. Twenty years later, she's still running it. Since its founding, Kassy Health has served more than 30,000 patients and worked alongside more than 1,000 physicians. The company has navigated two decades of reimbursement changes, regulatory shifts, workforce challenges, technology disruption, and changing models of care.

That experience has shaped how she thinks about leadership: building a company is one skill. Building one that can adapt, endure, and continue creating value decades later is another.

She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

Two years after her daughter was born, at 37, her health began to change. She was leading a healthcare company while struggling to understand what was happening inside her own body. She realized she was managing her business through data, KPIs, strategy, and constant optimization but she wasn't managing her own biology with the same intention.

That experience changed the way she thinks about health, leadership, and longevity.

Today, her work sits at the intersection of healthcare, entrepreneurship, operational innovation, leadership, and human performance. She speaks and writes about three core areas:

The Durability Advantage — What 20 years of entrepreneurship teaches you about durability, reinvention, resilience, and building a company designed to last.

Building Teams That Stay — How leaders create cultures and organizations people want to grow with for years, not quarters and what that requires from the person at the top.

The Biology of a CEO — Why leaders who obsess over the performance of their companies must learn to bring that same level of attention to their own biology, energy, health, and longevity.

She speaks for chambers of commerce, business and leadership organizations, women's leadership groups, executive audiences, conferences, and podcasts.

Bios, lift-ready

SHORT — PROGRAM GRIDS, SESSION CARDS

Sandra Morales is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside. In 2006, she founded Kassy Health, a skilled home health organization serving Central Florida and Florida's Space Coast. Twenty years later, she's still running it. She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

100 WORDS — WEBSITES AND EVENT APPS

Sandra Morales is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside. In 2006, she founded Kassy Health, a skilled home health organization serving Central Florida and Florida's Space Coast. Twenty years later, she's still running it. Since its founding, Kassy Health has served more than 30,000 patients and worked alongside more than 1,000 physicians. She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice. She speaks on The Durability Advantage, Building Teams That Stay, and The Biology of a CEO.

READ ALOUD — THE PODCAST BIO

Sandra Morales is a healthcare entrepreneur, founder, CEO, and patient advocate who has spent the last 20 years building, operating, and evolving healthcare companies from the inside. In 2006, she founded Kassy Health, a skilled home health organization serving Central Florida and Florida's Space Coast. Twenty years later, she's still running it. She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

Use the version that matches the surface. The read-aloud bio is written to be spoken and is the one to send a host or producer for a live introduction.

What she speaks on

The Durability Advantage

What 20 years of entrepreneurship teaches you about durability, reinvention, resilience, and building a company designed to last.

Building Teams That Stay

How leaders create cultures and organizations people want to grow with for years, not quarters and what that requires from the person at the top.

The Biology of a CEO

Why leaders who obsess over the performance of their companies must learn to bring that same level of attention to their own biology, energy, health, and longevity.

The talks in detail

1 • The Durability Advantage: What 20 Years at the Helm Teaches About Leading Through Change

Most people who speak about building a company have already sold theirs. Sandra Morales started hers in 2006 and still runs it — twenty years of reimbursement changes, surveys, workforce shocks and a pandemic, absorbed by the same person the whole way. This is not a talk about vision. It is an account of durability in a regulated business: which changes a company absorbs and which it must restructure around, what quietly sinks an operation and what protects it, and what staying — rather than exiting — makes possible. What durability actually asks of whoever stays.

Participants will be able to: distinguish the changes a business absorbs from the ones it must restructure around · identify which fixed commitments protect an operation and which quietly sink it · describe what continuity of ownership makes possible that a transition does not.

2 • Building Teams That Stay

Retention advice usually comes from people who study turnover. Sandra Morales has spent twenty years finding out who stays, who leaves, and what the difference actually was — in a business where the people are the product and most of the work happens where no manager can see it. This is a talk about holding a team together over years rather than quarters: what loyalty is actually built from, where it breaks, and what keeping people asks of the person at the top. Not a framework borrowed from a book. Two decades of the same roster question.

Participants will be able to: identify the moments in an employee's first year that decide whether they stay · distinguish loyalty built by culture from loyalty built by circumstance, and which survives a hard season · describe what keeping a team over years, rather than quarters, asks of the person at the top.

3 · The Biology of a CEO

Executives manage everything except the thing doing the managing. Sandra Morales has spent twenty years running a company that meets people at the point where that stops being an abstraction — and at 37, two years after her daughter Ana Lucia was born, her own health began to shift while she was running it. This is not a wellness talk. It is an account of the blind spot competence creates: the pattern of deferral she watched in other people's lives for two decades, and then recognized from the inside. What leaders delegate about themselves without ever deciding to.

Participants will be able to: recognize the pattern of deferral Sandra describes — in other leaders and in themselves · distinguish managing an organization's risk from managing their own · identify what they have delegated about their health without deciding to.

What she brings

FORMATS

Keynote · fireside · panel · workshop · podcast guest

AUDIENCES

Chambers of commerce · business organizations · women's leadership audiences · conferences · healthcare business conferences · entrepreneurship programs · leadership programs · executive retreats

WHAT STANDS BEHIND THE TALKS

Sandra started Kassy Health in 2006 and still runs it — twenty years as a healthcare entrepreneur, in one line of work, in one region.

Since its founding, Kassy Health has served more than 30,000 patients and worked alongside more than 1,000 physicians.

She is also the founder of Kassy Wellness, a private-pay precision medicine and longevity practice.

TO BOOK SANDRA

Lianyz Garcia

Director of Brand Operations

lgarcia@kassywellness.com

