

Bio Template – Elizabeth Riordan, VP Digital Health Innovation



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Elizabeth Riordan, Vice President, Digital Health Innovation, leads teams for Telehealth, Consumer Innovation, Strategic Business Development, and the Behavioral Unit for Digitally Delivered Interventions (BUDDI). She is responsible for delivering member experience strategy across lines of business, marketing, and IT with a focus on member activation to drive digital engagement and health outcomes. Elizabeth joined UPMC in 2016 as the Senior Director, Strategic Business Development with over 20 years' experience in consulting and healthcare. With a background in strategy and design, she is adept at assessing both human factors and financial value in the evolving consumer digital health marketplace.

Prior to joining UPMC, Elizabeth held several roles in healthcare, focused on strategy, innovation, and clinical operations transformation, facilitating market entry and growth through creative business models and partnership agreements. Before transitioning to healthcare, Elizabeth spent a decade in design consulting for public and private clients and in commercial leadership at General Electric. She holds an MBA from the Darden School at the University of Virginia and BA from the University of Virginia.