Staritas Welcomes Robbie Abt as Chief Revenue Officer



BOSTON, PA, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Staritas announced today that Robbie Abt has joined the company as Chief Revenue Officer (CRO), bringing more than 20 years of executive leadership experience in high-growth healthcare technology organizations.

In his role, Abt will oversee Staritas' go-to-market strategy, including enterprise sales, strategic partnerships, and channel development, with a focus on accelerating growth, expanding market reach, and strengthening how Staritas serves and supports healthcare organizations.

"Staritas has built a strong foundation, and our next chapter is about turning that foundation into broader impact across healthcare," said Emmet O'Gara, Chief Executive Officer of Staritas. "Robbie knows this market, understands the challenges healthcare organizations are navigating, and has a track record of turning commercial organizations into engines for growth. He brings the perspective and leadership we need as we expand our reach and deepen the value we deliver to customers."

Throughout his career, Abt has built and scaled high-performing sales and revenue teams, led business transformations, driven significant revenue growth, and developed strategic partnerships that accelerated market expansion. Abt most recently served as Chief Revenue Officer at Inbox Health, where he led sales, partnerships, and customer success initiatives to support continued growth and operational excellence.

Prior to Inbox Health, Abt served as Chief Executive Officer of Learnsoft, where he led a company-wide transformation, and modernized the organization's technology platform. He has

also held leadership positions with Relatient, Radix Health, Waystar, and Navicure.

“The opportunity in front of Staritas is not simply about reaching more customers — it’s about building the organization and partnerships to serve them exceptionally well as we scale,” said Stuart Morris-Hipkins, Chief Operating Officer of Staritas. “Robbie brings a rare combination of healthcare industry knowledge, commercial discipline, and experience navigating change. That perspective will be valuable as we sharpen our go-to-market approach and make sure our commercial organization is built around how our customers actually buy, implement, and use our solutions.” “What attracted me to Staritas is the opportunity to help solve a problem that is becoming more important every day: giving healthcare organizations the data and insight to make better decisions in an increasingly complex environment,” said Abt. “The company has a strong foundation, deep healthcare expertise, and a real opportunity to scale. I’m excited to bring my experience to the team, build on what’s already working, and help make Staritas an even stronger partner to the organizations it serves.”

Abt earned a Bachelor of Science in Healthcare Management from the University of Alabama.

Supported by a strategic growth investment from Accel-KKR, Staritas continues to invest in technologies and capabilities designed to help customers anticipate change, identify opportunities, and make more confident decisions through advanced analytics and intelligent automation.

About Staritas
Staritas helps healthcare supply chain leaders around the world make more informed decisions so they can understand market trends and better manage all aspects of their supply chain. With Staritas, they can see all the options with the largest independent source of supply and capital data, seize the opportunities with access to deep industry expertise, and achieve their organizational goals. That’s why nearly 90% of the top U.S. hospitals and health systems trust our five decades of expertise for their most important supply chain and recall management decisions. And it’s how our clients find up to $13B in opportunity savings every year. Staritas. Make every choice clear. Learn more at www.staritas.com.

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