

LOGAN McKNIGHT

SPEAKER | TRUSTED EXECUTIVE ADVISOR | STRATEGIC CONSULTANT

Building what's missing between where you are and where you're heading.



ABOUT LOGAN

Logan McKnight spent nearly two decades in med-tech and healthcare services, starting as a neuromonitoring technologist in the operating room and rising to CEO of an international company with sales, service, medical billing, and professional services operations across the U.S. and India. She built and scaled clinical service teams, led through acquisitions, negotiated C-suite contracts with hospital systems, completed Joint Commission accreditation six times, and drove more than \$11 million in revenue growth across 18+ facilities.

Now she runs GoodKnight Consulting, working with founders and executives navigating the move from operational leadership to strategic growth. Logan serves on the boards of STRIPES (advancing women in med-tech) and the Nepal Spine Foundation.

“When your company can't grow past you, the problem isn't your team. It's the systems you haven't built.”

Simple Scales.

SIGNATURE SPEAKING TOPICS

Leading Through Change

Practical frameworks that help leaders guide their teams through change with confidence instead of chaos.

Addicted to Urgency

How teams get trapped in a cycle of urgency and burnout, and how to break the pattern.

Creating Resilience

Building durable resilience in yourself and across your team.

The Initiative Graveyard

Why big rollouts and new initiatives launch with energy and then quietly die, and how to keep yours alive.

All topics can be customized to your audience, industry, and event objectives.

IDEAL AUDIENCES

Founder-led companies across industries, with deep roots in med-tech and healthcare.

- Entrepreneurs and founders
- Owners scaling past what one person can hold
- Directors, VPs, and C-suite executives
- Operators stepping into strategic leadership
- Women in leadership and STEM

SPEAKING FORMATS

FORMAT	DETAILS
Keynote	30–60 min. High-energy, story-driven with actionable takeaways.
Panel / Moderator	Operational depth and candid perspective for moderated discussions.
Conference Breakout	45-min sessions with audience Q&A. Technical or leadership-focused.
Half-Day Workshop	Interactive with exercises, case studies, and group work.
Fireside Chat	Conversational format ideal for intimate executive audiences.
Podcast / Media	Available for audio and video interviews on leadership and growth.
Webinar / Virtual	Experienced virtual presenter with engaging, interactive format.

SELECTED APPEARANCES

MD&M South — *Keynote: The Initiative Graveyard — Why Big Rollouts Die and How to Keep Yours Alive*

MD&M West / Advanced Manufacturing — *Leadership Panel — Medical Device Leadership Summit*

STRIPES (Women in Med-Tech) — *Recurring Monthly Leadership Webinar — Presenter*

The Leading Difference Podcast — *Leadership Evolution in MedTech*

Project Medtech Podcast — *Developing Effective Leadership in the Medtech Field*

Stimulating Stuff (IONM Podcast) — *Navigating Leadership Challenges in Healthcare (two-part conversation)*

ASET / Neuropathway Webinar — *Managing Burnout in Neurodiagnostics*

WHAT HOSTS NEED TO KNOW

- Brings her own deck; customizes with 3-week lead time
- In-person: A/V with screen and microphone
- Virtual: Zoom or Google Meet preferred
- Headshot, bio, and social handles on request
- Open to co-presenting, fireside chats, and panels

Booking & Contact

Logan McKnight

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Book a speaking slot:
calendly.com/loganmcknight/speaking-inquiry

“I’ve sat in your chair.

I know what it’s like when every decision runs through you, and I know it doesn’t have to stay that way. The goal was never to work harder. It’s to build a company that can grow without you in every room.”

Let’s talk about your next event.