



CENTRAL WASHINGTON UNIVERSITY

Roland (Sandy) Wheeler

A 1974 graduate of Central, with a degree in accounting, Sandy Wheeler is the current CEO and Chairman of the Board for Redpine HealthCare Technologies Incorporated, a web-based medical applications, and revenue performance management and services company. He is also CEO and Chairman of the Board of an up-and-coming social media platform company, "What I Like.Com." And Wheeler also serves on the board of directors for Blue Water Technologies Incorporated, which offers some of the world's most advanced technology for dealing with wastewater.

Sandy co-invented a medical device that is proving to be instrumental in the successful treatment of Peripheral Neuropathy. It is technology that resides in another company he founded, V-Care Health Systems Incorporated.

He began his entrepreneurial journey with the development of Bowflex exercise equipment. Sandy is also the co-founder and former vice president of marketing and sales for Direct Focus Incorporated, now known as the Nautilus Group, which manufactures and markets Bowflex, the Nautilus brand of commercial fitness equipment, the Stairmaster branded cardio equipment and the Schwinn Fitness brand.

Sandy was selected the 2011 Distinguished Alumnus for the College of Business and was recognized at CWU's Homecoming in October 2011.

Sandy has agreed to be the Entrepreneur-in-Residence for the CWU Institute for Innovation and Entrepreneurship in the College of Business.

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