
Global Business Leader

Managed Care, Finance, Healthcare Marketing | Higher Education | Operations & Management Consulting

Financial Management

Product Expansion

Market Segmentation

Business Development

Process Improvement

P&L

Corporate Branding

Productivity

Maximization

Roadmap Development

Capital Budgeting

As a visionary leader with a track record of delivering outstanding results, I have consistently transformed complex challenges into innovative solutions that enhance quality, efficiency, and user satisfaction.

I have excelled in leading large-scale projects, applying best practices and cutting-edge technologies. I have also demonstrated strong financial acumen, increasing revenues, reducing costs, and generating profits. With a wealth of experience in the health care sector, I have established myself as a trusted partner and a revenue driver, collaborating effectively with diverse stakeholders and clients.

I have also coached and empowered multicultural and cross-functional teams, helping them achieve their full potential and exceed expectations.

EDUCATION

Harvard Business School

Executive Education

University of New Orleans, New Orleans, LA

Master of Science in Healthcare Management

Master of Business Administration

Ecole supérieure de Commerce de Toulouse, France

Bachelor's Degree in marketing

CAREER ACCOMPLISHMENTS

- Boosted Target Corporation's revenue by \$500K above the expected target through efficient and strategic operations and category management.
- Spearheaded the development and launch of a cutting-edge Helmet Mounted Sight Displays System for military helicopter pilots, featuring advanced line of sight displays of symbols, strategic information, and weapons control. Secured 8.5M Euros in internal funding by forging strong partnerships with key stakeholders and leading the Thales' team with vision and innovation.
- Revitalized the University of Arizona Extended University's online presence and customer service, increasing web traffic from 70K to over 1M hits per month and reducing abandoned calls by 70%. Enhanced registration rates and student satisfaction by optimizing the website design and functionality.
- Transformed a regional HMO's performance and reputation by generating a remarkable surge in sales and membership, growing the customer base by more than 600%. Established strategic alliances with various hospitals and pharmaceutical companies, such as Tenet Health Care, HealthSouth, Columbia HCA, Merck and GlaxoWelcome, to deliver high-quality health care services and products.

Louisiana Department of Insurance Health & Life License | FINRA License Series 7

66 Uniform Combined Securities Law | Past President of the New Orleans East Rotary Club

PROFESSIONAL EXPERIENCE

Managed Care, Finance, Healthcare Marketing

Manager of Sales Operations | Humana, New Orleans, LA | 2013-Current

Responsible for the Humana Medicare retail sales operations including 4 retail centers, a team of more than 375 insurance agents, sales managers, and administrative staff. Act as a compliance officer with CMS and the Louisiana Department of Insurance.

Financial Advisor | Merrill Lynch Global Wealth Management – Bank of America, New Orleans, LA | 2012 – 2013

Provided financial and investment guidance to individuals and businesses.

Vice President of Southern Arizona Operations | Cooley Advertising & PR, Phoenix, AZ | 2003 – 2004

Established a satellite agency in Tucson, AZ. Directed clients in the U.S. and Mexico by writing proposals, producing marketing plans, and planning subsequent campaigns.

Director of Marketing & Sales | Sunquest Information Systems / Misys, Tucson, AZ | 2000 – 2002

Chartered and incorporated strategic marketing tools encompassing corporation's identity, web site, sales collateral, ROI tools, service agreements, sales incentives, pricing models, and services description. Developed and managed the roadmap of the application (diagnostix.com).

Marketing & Communications Director | United Health Group; Physicians Health Plan, Columbia, SC | 1995 – 2000

Revitalized a regional HMO with a negative past, sharing a multitude of innovative product leading to a boost in sales by 600% in 5 years and a \$198M increase in revenues.

Higher Education

Subject Matter Expert, The Louisiana Library Network | October 2021 – Current

Contributing author for 2 open-source textbooks: Introduction to Business and Microeconomics.

Freeport McMoRan Endowed Assistant Professor of Management & Coordinator of the Health Care Management Program | University of Holy Cross, New Orleans, LA | 2011-Current

Developed and implemented class syllabi, encouraging class discussions while ensuring students engagement.

Courses taught include: *International Management, Health Care Quality & Information Systems, Marketing Management, US Health Care System, Health Care Marketing, Health Economics, Health Care Operations Management, Consumer Behavior and Marketing Research.*

Adjunct Professor of International Marketing | University of New Orleans, New Orleans, LA | 2018 – Current

Director of Marketing & Professional Development Programs | University of Arizona, Tucson, AZ | 2002 – 2003

Eradicated a \$500K deficit in less than 12 months by repackaging, cutting costs, creating new programs for physician offices and hospitals, and local employers such as IBM and Raytheon.

Operations & Management Consulting

Operations Executive Team Leader Operations | Target Corporation, Metairie, LA | 2009-2011

Provided oversight and direction of the store's financial results (P&L); maximized operational performance and the execution of corporate promoted practices.

Management Consultant | European Space Agency; Thales Aerospace; Aeroparc; Mirane, Paris/Bordeaux, France | 2004-2008

Conducted a comprehensive economic study to assess the value of the European Space Agency for France's economy for the Ministerial Council of November 2008. Coached Thales' product managers on strategic and business planning for new product development, ensuring a balance between innovation and market demand, as well as speeding up time to market for new products. Pioneered the execution of a global business plan, including financials, for the development of the next generation of in-flight entertainment systems for Airbus Industries. Orchestrated the development of a strategic plan to launch a new aerospace cluster in Bordeaux, France.

Guided an economic study to determine the impact of the European Space Agency on France's economy for the Ministerial Council of November 2008. Trained Thales' product managers in strategic and business planning for new product development, achieving balance between innovation and market needs fulfillment, as well as accelerating time to market for new products. Spearheaded the implementation of a global business plan, including financials, for the development of the next generation of in-flight entertainment systems for Airbus Industries. Led the development of a strategic plan to create a new aerospace cluster in Bordeaux, France.