JAMES JORDAN

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BUSINESS TECHNOLGY EXECUTIVE

To incorporate 28 years of experience as an effective leader leveraging technology, directing operations, creating innovation, and motivating staff in order to generate business opportunities and increase revenues and market share while reducing operational cost.

NOTABLE SKILLS

- Visionary ability to create innovative products that get consumers engaged in their healthcare
- Expertise at taking business objectives and producing real solutions for long-term success
- Experience at Strategic Planning & Aligning Information Technology to business goals
- Exceptional healthcare knowledge
- Track record of increasing revenue and profits

- Effective communicator of strategy and vision to employee, customers, and marketplace
- Excellent skills in staff recruitment, development, motivation & retainment
- Quick to accesses situations
- Exceptionally customer focused
- Ability to drive projects to completion on time and within budget

CAREER HISTORY

S5Health
Founder   *2010 - Present*

Designed, developed and funded a consumer healthcare platform by leveraging the Business Intelligence platform I created under Strategic Data Management that combines Clinical, Social, Behavioral, and Financial information in a patient friendly way that engages patients, and empowers them to live healthier lives.

- Platform has the following features and benefits:
  - Accepts data from all personal medical devices and creates easy to read patient friendly dashboards and reports for patients.
  - Gives patients and caregivers access to daily biometric information like blood sugar, blood pressure, and weight
  - Includes "Facebook" like social media tools to allow patients to interact with patients like them
  - Secure messaging system so patients can securely communicate with doctors, staff and other patients
  - Rewards program for compliancy and engagement
  - Personal Health Record to track medication, supplies and medical history
  - Health tips and surveys to help engage a patient
  - Reduced my daughter's A1C level by 1.5 points by using system and she feels great.
  - Saved the State of Indiana $1,400 last year by reducing medical supplies, doctor visits and self managing her diabetes and saved my family $285 last year by reducing co-pays and doctor visits.
  - Reduced A1C level of other pilot patients an average of 1 point
  - Stopped ER visits of pilot patient by using the platform
- Cold called and built relationships with over 150 top healthcare executives
- Researched market segments of Telehealth, Mobile Health, Patient Centered Medical Homes, and Accountable Care Organizations and performed competitive analysis of existing consumer health management platforms
- Built product roadmap and go to market strategy
- Created marketing material that included, PowerPoint presentation, website and patient testimonials
- Implemented 20 pilot patients on platform
- Working with pilot hospital and consumers developed business and consumer requirements
- Hired onshore and offshore developers to help build platform
- Marketed platform and talked with numerous VC and Angel investors, all felt product was positioned well but wanted to see adoption before investing
- Reached out to large IT companies like Microsoft, Dell and Xerox, all like the product but have not formed their strategy around consumer health platforms
- Invited to Humana's Innovation summit to showcase product

Strategic Data Management
Owner   *2008 - Present*

Created consulting company to help organizations create a strategy around managing information to provide insight into business operations, reduce cost and increase sales. Worked with clients to identify gaps in existing data management processes, and resold best of bread IT hardware and software products to establish an infrastructure that would support information management strategy that we created with organizations. I leveraged Microsoft's Business Intelligence platform to create a custom solution that enabled organizations to gain visibility into business operations. We served customers from healthcare, technology, consumer, publishing, manufacturing, government, automotive, and education industries.

- Designed and implemented the data storage infrastructure of a national consumer platform that allows them to scale their business to over a million users.
- Developed custom application to allow leading national online self publishing company to combine financial and sales data from 5 acquired companies into one platform.
- Created infrastructure and business recovery process of a regional bakery that would support their move to SAP.
- Created Business Intelligence reports and dashboards for various clients to help them gain visibility into their business.
- Worked as a Business Analyst and selected and implemented a B2B ecommerce site for a national education manufacture
- Created and negotiated reseller partnerships with best of breed IT software and hardware manufactures
- Formed sales process to track prospects and existing customers
- Closed $1.2 million in sales
- Cold called prospect to build customer base
- Subcontracted onshore and offshore resources for development projects
- Contracted with customer to negotiate and pick data center to locate corporate IT infrastructure
- Contracted with customer to negotiate, pick and implement ERP system to run company
- Designed network infrastructure for EDI company to allow them to scale their business
- Created Business Intelligence (BI) platform on top of Microsoft's BI stack that could be hosted, that included collaboration, dashboards, and reporting tools to allow users to visualize information and easily interact with each other around that information.
- Design disaster recovery infrastructure for healthcare IT vendor

Healthx
Vice President Operations & Chief Information Officer   *2000 - 2007*

Managed tactical operations of healthcare IT company, while providing strategic technology vision, and leadership, report to CEO. Deliver quarterly operational status reports and strategic plans to the Board of Directors. Supervise a 40 member team consisting of product development, implementation, customer support, and infrastructure. Managed though mentoring staff and establishing strategic and operational plans with department heads. Created priorities, timeframes, and deliverables to ensure the alignment and integration of these plans with the overall goals of the company. Our technology and web portal applications support over 165 health insurance companies that represent over 400 million health claims, for 16 million members, that represents over 15 billion I/Os a day.

- Increased revenue by 400% and expanded our marketplace by developing new products and services and by advising the CEO, VP of Sales and VP of Business Development on new business opportunities.
- Managed acquisition of our largest competitor and the conversion of 50% of their customer base to our products. Closed their headquarters in Georgia and negotiated an outsource arrangement with the remaining staff which resulted in a 600% increase in our EBIDA.
- Redesigned our web portal application to be user friendly and dynamic so the information presented to the user is relevant and personalized. These enhancements increased usage by 1700% and enabled us to grow the business without hiring additional implementation staff, thereby increasing our profit margin.
- Created competitive advantage by incorporating Scrum and Rapid Application Development (RAD) methodologies with monthly releases using Microsoft tools and products that improved our speed to the market while increasing customer satisfaction.
- Developed and enforced policy and procedures to safeguard the integrity, security and privacy of HIPAA regulated information maintained by the company.
- Developed and maintained a disaster recovery plan to ensure timely and effective restoration of all enterprise business services in the event of a disaster.
- Proactively managed and resolved customer support issues which have resulted in 100% customer retention.
- Performed additional roles of Product Manager, Project Manager and Security and Privacy Officer

From 1983 to 2000 I worked in leadership and IT roles learning how to apply innovation to drive business and reduce cost.

EDUCATION & OTHER ACTIVITIES
- Bachelor of Computer Science, Purdue
- Technology Chair of the Indiana State Association of Heath Underwriters (ISAHU)
- Founder and President of Business TechNet, a round table of technology and business leaders