

Cyrus John Aram

Over twenty years' experience in Fortune 100 businesses promoting business strategy, people, process & technology implementation across a variety of industries.

A Few Areas of Expertise

- Global business transformation & strategic thinking.
- Leveraging lean to drive healthcare administration innovation.
- Growing, developing and promoting employees; while creating high-performing teams that exceed Great Place to Work benchmarks.

Driven to Deliver Results



PERFORMANCE BENCHMARKS

- Business transformation initiatives focused on operational efficiencies that have delivered between \$425M to \$1B bottom line savings year-over-year while those focused on growth increased revenue up to 30%.
- 15+ years of demonstrated record in generating innovative healthcare capabilities that fuel efficiency in healthcare operations at the payer, customer, hospital and regulatory levels.
- Thrive at driving teams to transformation including leading the largest technology merger in US corporate history; achieved perfect GPTW scores on 5 separate occasions with 5 different teams.
- Domain expertise in gaining competitive advantage through mastery of program/project management (PMP certified), quality (ASQ Black Belt certified), and change management (MBA).

PROFESSIONAL HISTORY

UNLEASHING LEADERS

Vice President, Client Delivery

JUNE 2018-CURRENT

- Lead, architect and accelerate the changes clients seek in California's complex public sector. Engage in a variety of executive coaching disciplines including Organizational Change Management, Business Process Management, Strategy and Planning, Measurement- or any other business fundamental a client may need. Playing a small part in enabling the mission of our large-scale government agencies.
- Accountable for scaling successful California based consulting firm to a national and federal presence; target growth includes increasing revenue by 200% in 5 years and unleashing 1 million leaders by 10 years

BLUE SHIELD OF CALIFORNIA

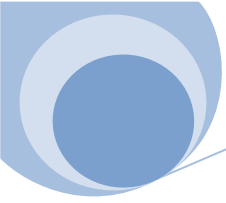
Executive Director, Enterprise Customer Experience, BPM & Lean Sigma

JUNE 2011-MAY 2018

September 2015 – May 2018

"Leading customer experience, business process engineering and quality for the enterprise".

- Reporting into the EVP Office of Customer Experience & CIO, responsible for driving all market facing business process transformations aimed at reducing company run rate from 13% of revenue to 8%.
- Accountable for architecting and delivering \$100 million savings in medical care operations, process, health care delivery transformation within 3 years.
- Manage 40+ person team of highly credentialed health care professionals achieving 100% manager quality index via GPTW index.
- Leading effort to create a new healthcare delivery paradigm that integrates a true end to end ecosystem fusing the member, provider, ACO's with back end health care pillars such as operations, shared services.



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- Lead a Lean Sigma Community of Practice to mentor, train and touch 1,500+ employees in 2017 producing 225 green belts and 20 black belts accountable for cost of health care reductions (targets confidential).
- Accountable for architecting repeatable playbook that fuses customer journey, lean process design, system design with DMHC, NCQA (e.g. Hedis) regulations and compliance.

Executive Driver, Buy and Renew Transformation

March 2014 – August 2015

“Transform the health care enrollment experience at Blue Shield of California”.

- Managed all aspects of 150+ person team, \$100M budget to enable automated enrollment, smart guided shopping and self-service maintenance for 3 million customers.
- Managed all aspects of vendor relationships (Benefitfocus, Salesforce, etc) to deliver 300 unique customer capabilities with 11 interfaces resulting in 83% automation for the first book of business.
- Lead teams to re-architect a fragmented 20-day enrollment experience to delivering a digital, straight through automation experience enabling shopping through enrollment in minutes.
- Integrated complex 5,000 product inventory & life cycle into a streamlined, digital customer experience.

Senior Director, Product Development, Infrastructure & Operations

June 2011 – March 2014

“Bring private sector operational efficiencies to Health Care”.

- Managed Product Development infrastructure/operations for leading health care company while leading a 100+ person organization which provided product, channel, contracting, supply chain and operations to all lines of business.
- Drove the architecture, design and execution of a variety of Blue Shield of California Platforms (e.g. plan configuration, contract automation) which reduced turnaround times from 10 days to less than 10 minutes.
- Transformed legacy benefit teams into high performing mix of JDs, MBAs and green belts driving new production benchmarks for outputs of all benefit collateral delivering ~\$10M run rate reduction.

HEWLETT-PACKARD

MAY 2005 – MAY 2011

Director, Strategy & Operations and Global Supply Chain

“Lead one of largest tech mergers in US history and drive transformation efforts resulting in hundreds of millions in year-over-year savings while serving 4 reporting levels from the CEO”.

Global Services Supply Chain Transformation

Nov 2009 – May 2011

- Lead master level, inter-disciplinary team chartered to transform a significant area of HP redundancy and inefficiency (e.g. Contingent Labor & Consulting) which represented \$7B in HP spend.
- Delivered business savings of \$100M which carried material impact to HP bottom line.
- Architected supplier & fulfillment rationalization strategy which materially reduced 55K supplier base.
- Drove all aspects of a CAPE (Controllable Accountable Procurement/Fulfillment Environment) strategy resulting in 30% reduction of admin run rate and global execution of “product” capabilities.

HP/EDS Integration Merger

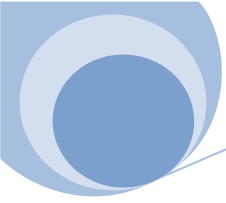
May 2008 – November 2009

- Lead all aspects of HP/EDS integration (largest tech M/A ever at the time), merging 310,000 employees in a \$14B merger which ultimately delivered \$425M in supply chain savings.
- Implemented transformation office to drive a complex integration of regulatory policies, adoption of best in class process and supply chain standards for a \$27B a year operations organization.
- Governed 200+ person Integration team (via Program Office) to weekly deliverables using customized PM, Lean Sigma and Change methodologies and M&A playbooks to merge two distinct supply chains.

Performance Management

May 2005 – April 2008

- Served as the Master Black Belt, responsible for all procurement process improvement and strategy, planning and plan of record for a 700-person global supply chain division which was accountable for \$13B in HP spend.



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VISION SERVICE PLAN (VSP)

APRIL 1998 – APRIL 2005

Senior Manager, CRM Program and Legacy Transformation

Product Delivery Model Transformation and Business Process Re-Engineering

- Lead a large scale, front office & supply chain implementation of a key program that delivered 23 health care business functions while closed / improved 78% of business gaps in 24 months all through six teams (up to 50 total employees) and a \$25M budget. Revenue increased 20% with administrative savings of \$1M.
- Managed the integration of a health care legacy system including eligibility, billing, customer and broker system into a CRM solution delivering Sales Force Automation to 400 users across 11 regions.

ELECTRONIC DATA SYSTEMS

APRIL 1996 – MARCH 1998

Consultant, Systems Engineer

- Lead a Decision Support unit responsible for capturing high risk gaps in supply chain policy and system audits for the California Department of Health Services (DHS); developed sophisticated SAS programming techniques to prevent up to \$50M in DHS overpayments and fraud under California's due to Medi-Cal's legacy systems.

GENERAL MOTORS CORPORATION

DECEMBER 1993 – APRIL 1996

Manager, Alternative Dispute Resolution

- Implemented a comprehensive national recall program office that allowed GM personnel to quickly identify & target high-risk case scenarios savings millions in law suit prevention; developed a national "lemon law" mitigation plan, technology solution integrating GM personnel, supplier & dealer network.

EDUCATION AND CERTIFICATIONS

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| ▪ University of California, Davis | MBA (2002), BA (1992) |
| ▪ Project Management Institute | Certified PMP (2003) |
| ▪ American Society for Quality | Certified Six Sigma Black Belt (2008) |
| ▪ Certified Change Management Professional | CCPM (~Q2, 2019) |

PROFESSIONAL AFFILIATIONS

ADJUNCT PROFESSOR – UNIVERSITY OF CALIFORNIA, DAVIS

JUNE 2007 - PRESENT

- Teach business fundamentals, Lean Sigma tools/methodologies and innovation through the Graduate School of Management; consistently rated as a top professor receiving 4.9 out of 5 for course satisfaction.

INDUSTRY LECTURER

JUNE 2007 – PRESENT

Los Angeles, New York, San Francisco, Sacramento

- Lecture Topics Include: Executive Presentation Delivery, Customer Experience, Strategy, Six Sigma.
 - Profiled as transformation leader for leading Business School (see interview [here](#)).
 - Benefitfocus OnePlace Key Note Seminar (teaser with CEO noted at 1:46 minutes at [OneSpot](#)).
 - Project Management Institute Seminar ([PMP Seminar](#)).
 - Many others available upon request.