

# Cyrus John Aram

## PROFESSIONAL SUMMARY

### BUSINESS TRANSFORMATION

STRATEGY AND PLANNING

SYSTEMS INTEGRATION

GLOBAL SUPPLY CHAIN MGT

BUSINESS PROCESS ENGINEERING

LEAN SIGMA

PERFORMANCE MANAGEMENT

PMO LEADERSHIP

PROGRAM &amp; CHANGE MANAGEMENT

TRANSFORMATIONAL PLAYBOOKS

## Career Profile:

- ❖ Twenty years of progressively responsible Fortune 100 business strategy, people, process & technology development and implementation across a variety of industries.
- ❖ Demonstrated record of success in leading transformational business initiatives across a global basis.
- ❖ Thrive at driving and learning from complex teams to transformation including leading the largest technology merger/integration in corporate America history (i.e. HP/EDS).
- ❖ Domain expertise in gaining competitive advantage through Program/Project (15+ years, PMP Certified), Quality (15+ years, ASQ Black Belt certified) & Change Management (12+ years, UCD MBA).
- ❖ Transformation Initiatives focused on operational efficiencies have delivered between \$425 million to \$1 Billion bottom line savings Year over Year (YoY) while those focused on growth increased revenue up to 30%.

## Employment History:

**BLUE SHIELD OF CALIFORNIA (BSC)**

SACRAMENTO/ SF, CA APRIL2014- PRESENT

### EXECUTIVE DRIVER- SIGN ME UP TRANSFORMATION

*Summary Tag Line: "Bring Amazon like experience to health care shopping and enrollment"*

- Lead the company's largest process improvement effort by transforming the shopping and enrollment experience for BSC customers, brokers and members simplifying a process exceeding \$600M in spend
- Accountable for all aspects of a large scale transformation including managing extensive staff, budget, process architecture and technology platforms (*precise #'s proprietary*)
- Lead systems integration efforts including the fusion CRM, Portal and ERP multiple platforms into one
- Implement innovative customer capabilities including Broker/HR Admin self service, sales force automation, internal straight through processing and member simplified guided shopping
- Initiative aimed at materially reducing administrative spend, increasing revenue while simultaneously simplifying (via an Amazon like experience) the healthcare sign me up process (*#'s proprietary*)

### PRODUCT DEVELOPMENT SENIOR DIRECTOR- INFRASTRUCTURE & OPERATIONS

*Summary Tag Line: "Bring private sector operational efficiencies to Health Care administration"*

JUNE 2011- APRIL2014

- Managed all aspects of Product Development infrastructure/operations for leading health care company; recently promoted (May 2013) to 3<sup>rd</sup> level senior director status
- Lead a 100+ person organization which provides product, channel, contracting, supply chain and process engineering support to all lines of business
- Drove the architecture, design and execution of a variety of Playbooks which aim to reduce Total Cost of Health Care spend by 6% YoY (*precise #'s proprietary*)
- Implemented blueprint strategies and tactics across the organization, federal exchanges and complex regulatory agencies to drive operational efficiencies in innovative healthcare capabilities all aimed at reducing cost of healthcare products by significant % (*precise #'s proprietary*)

**HEWLETT-PACKARD (HP)**

ROSEVILLE / PALO ALTO, CA MAY 2005 – MAY 2011

### SENIOR DIRECTOR- STRATEGY & OPERATIONS, GLOBAL SUPPLY CHAIN

*Summary Tag Line: Achieve a Global Executive level job scoping, 4 reporting levels from the CEO & drive numerous transformation efforts resulting in hundreds of millions in YoY savings.*

**GLOBAL TECHNOLOGY SERVICES TRANSFORMATION** (Nov 2009 – May 2011)

- Lead master level, inter-disciplinary team chartered to transform a significant area of HP redundancy and inefficiency (Contingent Labor Order Fulfillment) which represented \$7 Billion in HP spend
- Delivered business savings of \$100 million 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 including process definition, governance and project delivery standards, short and long term roadmaps resulting in 30% reduction of admin run rate and regional execution of critical “product” fulfillment capabilities
- Instituted Human Performance Capabilities to include wide range of objectives from driving a Learning Organization, talent mgt, training and employee development and certification

**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 \$14 billion merger which ultimately delivered \$425 million 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 \$27 Billion year operations organization
- Governed 100+ person Integration team (via Program Office) to weekly deliverables using customized PM, Lean Sigma and Change methodologies and playbooks
- Developed a comprehensive Organizational Operating Model for 1300 plus supply chain group driving clarity around roles, accountabilities, measures and business interactions
- Recognized as formal transformational “thought leader” providing mentorship and coaching to staff

**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 \$13 billion in HP spend
- Implemented a variety of procurement organizational performance strategies and dashboards (e.g. creating operating models, enterprise process improvement frameworks, benchmarking) and delivered corresponding project delivery tactics which achieved \$1.3 billion savings

**VISION SERVICE PLAN (VSP)** RANCHO CORDOVA, CA APRIL 1998 – APRIL 2005**SENIOR MANAGER- CRM PROGRAM & LEGACY TRANSFORMATION****PRODUCT DELIVERY MODEL TRANSFORMATION & 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 \$25 million budget. Revenue increased 20% with administrative savings of \$1 million.
- Managed the integration of a health care legacy system including eligibility, billing, customer and broker system into a new state of the art customer relationship solution delivering improvements via Sales Force Automation solution to 400 users across 11 regions

**ELECTRONIC DATA SYSTEMS** SACRAMENTO, CA 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 \$50 million in DHS overpayments and fraud under California’s due to Medi-Cal’s legacy systems

**GENERAL MOTORS** DETROIT, MI DEC 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****MASTERS OF BUSINESS ADMINISTRATION (MBA)**

JUNE 2002

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(916) 705-3524

University of California, Davis – Graduate School of Management

**BACHELOR OF ARTS (BA)**

JUNE 1992

University of California, Davis – English, Political Science and Philosophy

**PROJECT MANAGEMENT PROFESSIONAL (PMP)**

DEC 2002

Project Management Institute (PMI), Project Management Certification

**SIX SIGMA BLACK BELT (ASQ)**

DEC 2008

American Society for Quality, Black Belt Certification

**ADJUNCT PROFESSOR AND INDUSTRY LECTURER**

**ADJUNCT PROFESSOR** (UNIVERSITY OF CA, DAVIS, SACRAMENTO STATE) JUNE 2007 - PRESENT

- Teach business fundamental classes through the graduate schools of business & management; rated consistently as a top professor consistently receiving 4.7 out of 5 for course satisfaction.

**INDUSTRY LECTURER** (LA, NY, SF, SACRAMENTO) JUNE 2007 - PRESENT

- Lecture Topics Include: Strategy & Planning, Leadership, Change Management, Six Sigma
- Examples include San Jose Thought Leadership and NY DCI Conference ([NY CRM](#))