

Tom Bobrowski

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PROFILE

HEALTHCARE TRANSFORMATION LEADER: Management consultant with tech startup experience. BU, sales, engagement leader--always client facing. Focus on efficiency and continuous improvement in healthcare payer space targeting member engagement, claims, care utilization and mgmt., sales and marketing, technology and data innovation. Sold ~\$250m engagements delivering ~\$1b cost-out/capacity improvements decade pre-COVID. Looking to double results w/AI over next ten.

WORK EXPERIENCE

- | | |
|----------------------------------|--|
| 2020 - Present
Tampa, Chicago | Freelance Writer, Consultant
White papers, case studies, book-length manuscripts on personal and business transformation. Featured columnist: Insurance Thought Leadership . Consulting engagements below: |
| May - Nov 2023
Menlo Park, CA | Skan.ai
Senior Partner, Insurance (Contract) <ul style="list-style-type: none">• Interim CMO: led transition to offshore and AI delivery of content, campaigns, social media improving results 20% on 20% lower cost• Built, led case study team consolidating operational and CS best practices at cohort of healthcare, FS, insurance clients• Led naming, branding, PR, legal for alpha product: <i>ProcessGPT</i> |
| 2022 - 2023
Princeton, NJ | Coforge
Automation Advisory Leader, Insurance & FS (Contract) <ul style="list-style-type: none">• Stabilized relationship w/F150 health insurance client:<ul style="list-style-type: none">○ Using “full-service, self-service, no-service” approach reduced inbound contact center volumes 18% w/ roadmap to further 20%, no technology required○ Increased contact center capacity ~10% on cost-neutral basis with machine-learning reading/routing of inbound email• Developed “self-funded automation” GTM roadmap for Coforge capture of \$1.5b+ TAM. Author: <i>Automating Work in the Enterprise</i> |
| 2014 - 2020
Chicago/Singapore | The Digital Insurer
Head - North America; Editor - Digital Insurance Library <ul style="list-style-type: none">• Built Digital Insurance Library, largest knowledge base for digital transformation in known world fueling 25x platform growth• Consultant, speaker, webinar host/participant: “The Digitization of Risk” |

2015 - 2018
Chicago, IL

**Vice President, Insurance Business Unit Head
Tech Mahindra**

- Built solutions-based GTM, including new IoT and product modeling offerings, doubling customer base, tripling revenue in two years
- Built AWS practice from zero, Author: *AWS Cloud Migration Playbook*
- improved CSATs 50%; managed P&L to 42% margins, top 10% in firm
- Mahindra Scholar, Harvard Business School

2011 - 2014
NYC/London/Tokyo

**Vice President, Global Client Partner
Mphasis, Ltd. (an HP company) – American International Group (AIG)**

- Led Lean, portfolio rationalization, outsourcing helping client reduce legacy costs \$58m on run-rate basis exiting '13
- Built Duck Creek practice from zero; led Pega practice to BUILD status
- Managed global P&L from 30% margins '11 to 42% exiting '13 reflective of new higher-value BUILD workstreams
- Improved CSATs 60%; "worst-to-first" in Japan

2009 - 2011
Boston, MA

**Vice President, Insurance and Healthcare Solutions
Virtusa**

- Helping clients build mainly Pega CoEs achieved 102% team revenue target '10, 138% '11 amid strong vendor management headwinds
- Led solutioning, comms, CxO orchestration for largest win in firm history: Pega Claims Transformation, \$110m/3yrs

1999 - 2006

Tech Entrepreneur

- Co-founded *Arc IT*, digital trading platform for wholesale energy industry. Exited to Alstom ESCA
- Co-founded *Revgain*, BI rate-optimization solution for hotel revenue managers. Exited to WLS

EDUCATION

Past Certifications:
Current Focus:

Pega BPM, AWS, UiPath RPA, Robocorp, Skan
NVIDIA Enterprise AI; Databricks Mosaic AI; Palantir Foundry, AIP

Bloomington, IN
Cambridge, MA
Kagoshima, JP

Indiana University, Kelley School of Business, BS Finance
Harvard Business School, Mahindra Scholar Program, 2017
Rotary Exchange Scholar, 1997