

Dan Noyes

Business Strategist | Healthcare AI Implementation

 Sarasota, FL 34233 | Available for Remote Consulting Nationwide

 (585) 230-9565 |  dan@dannoyes.com |  dannoyes.com

 LinkedIn: [linkedin.com/in/dannoyes]

PROFESSIONAL SUMMARY

Experienced Business Strategist with 25+ years of executive leadership applying proven strategic planning, stakeholder management, and digital transformation expertise to **healthcare AI implementation**. Following personal diagnosis with chronic medical condition, focused business acumen on **digital health transformation** and **AI strategy** for healthcare organizations. Brings unique combination of Fortune 1000 strategic consulting experience, personal **patient advocacy** perspective, and advanced **AI certifications** from Stanford, Wharton, Google Cloud, and IBM. Passionate about helping health systems implement **AI solutions** that improve **patient outcomes** while maintaining focus on human-centered care.

Core Value Proposition: Apply 25 years of proven business strategy expertise to help healthcare organizations successfully navigate AI implementation through strategic planning, change management, and stakeholder engagement.

CORE COMPETENCIES

Strategic Consulting & Leadership

- Executive Leadership • Strategic Planning • Change Management
- Stakeholder Management • Program Management • Business Intelligence

- **Cross-Functional Team Leadership • Digital Transformation • Process Optimization**

Healthcare AI Focus Areas

- **AI Implementation Strategy • Digital Health Transformation • Healthcare Technology Assessment**
- **Patient Experience Enhancement • Clinical Workflow Analysis • AI Vendor Evaluation**
- **Healthcare Operations Consulting • AI Governance Planning • ROI Analysis**

AI & Data Analytics

- **Generative AI • Prompt Engineering • Google Cloud AI • Machine Learning Concepts**
 - **Data Analytics • Vertex AI Studio • Healthcare Data Applications • AI Ethics**
 - **Data Storytelling • Business Intelligence Dashboards • Predictive Analytics**
-

PROFESSIONAL EXPERIENCE

President | Zephoria Inc. | Sarasota, FL | 2001-2024

Strategic Business Leadership & Digital Transformation

- **Generated \$250M+ in client revenue** through strategic planning and digital transformation initiatives for Fortune 1000 companies
- **Led cross-functional teams** delivering complex business transformation projects across multiple industries including healthcare, higher education, and travel
- **Managed strategic partnerships and vendor relationships** developing expertise in technology evaluation and implementation planning
- **Created comprehensive analytics and reporting frameworks** using Google Analytics, HubSpot, and Tableau to drive data-informed business decisions

- **Spearheaded digital marketing campaigns** for healthcare clients, increasing engagement and operational efficiency by 40%
- **Launched and scaled 12+ brands** through strategic planning, stakeholder management, and change management initiatives

Healthcare Focus Development (2021-2024)

- **Developed expertise in healthcare AI applications** following personal chronic medical condition diagnosis and patient advocacy experience
- **Created AI-powered healthcare solutions** including Emma (chronic care support agent) based on Mayo Clinic methodologies
- **Applied business strategy expertise** to healthcare AI implementation challenges, focusing on patient-centered solutions

Director of Strategic Alliances | LogicalSolutions.net | Rochester, NY | 2000-2001

- **Formed strategic partnerships** generating \$2.5M in new revenue through alliance development and stakeholder engagement
- **Led digital transformation projects** with focus on healthcare and nonprofit sectors

Vice President of Marketing | eBridge2000/Contemporary Technologies | Washington, DC | 1998-2000

- **Directed digital transformation strategies** for technology companies during early internet adoption era
- **Managed complex technology implementation projects** recognized by Adobe and USA Today for innovation excellence

Director of Sales & Marketing | MKP Interactive | Columbia, SC | 1995-1998

- **Implemented technology solutions** to expand market reach and drive revenue growth in emerging digital marketplace

Sales & Marketing Manager | Corporate Press | Washington, DC | 1990-1995

- **Developed integrated marketing strategies** during transition from traditional to digital marketing approaches

Public Relations Coordinator | NAACOG (National Healthcare Association) | Washington, DC | 1987-1990

- **Coordinated national communications campaigns** for leading obstetrics and gynecology professional association
 - **Managed healthcare industry stakeholder relationships** and press coordination for medical education initiatives
 - **Gained foundational understanding** of healthcare industry dynamics, professional needs, and regulatory environment
-

HEALTHCARE AI PROJECTS & INITIATIVES

Emma: AI Support Agent for Chronic Care Patients

Role: Project Lead & Business Strategist

Description: Applied business strategy and project management expertise to develop GPT-powered patient support system based on Mayo Clinic PRC methodology. Demonstrates practical application of AI in patient experience enhancement and care coordination.

Personal Healthcare AI Integration Case Study

Role: Patient Advocate & Strategy Developer

Description: Used AI tools to optimize personal healthcare coordination with Mayo Clinic

providers, creating framework for AI-assisted patient advocacy and care team communication. Provides authentic patient perspective on healthcare AI implementation challenges and opportunities.

Healthcare AI Business Strategy Development

Role: Strategic Planning Lead

Description: Developing business frameworks for healthcare AI implementation, focusing on strategic planning, stakeholder management, and change management approaches that ensure successful technology adoption while maintaining patient-centered care focus.

EDUCATION & CERTIFICATIONS

Bachelor of Science | Journalism & Public Relations | University of Maryland

AI & Business Strategy Certifications (2021-2024)

- **AI in Healthcare** | Stanford University
- **AI for Business Specialization** | The Wharton School
- **Customer Analytics** | The Wharton School
- **Removing Barriers to Change** | The Wharton School
- **AI for Executives** | IBM
- **Generative AI for Executive and Business Leaders** | IBM

Technical AI Certifications

- **Digital Transformation Using AI/ML** | Google Cloud
- **Generative AI for Healthcare** | Google Cloud
- **AI Essentials** | Google Cloud
- **Google Data Analytics** | Google

- **Data Science Foundations** (In Progress) | Johns Hopkins University
- **Practical Machine Learning** | Johns Hopkins University

Healthcare Domain Learning

- **The Neurobiology of the Brain** | University of Chicago
 - **Healthcare Patient Advocacy** | Personal chronic condition management experience
-

TECHNICAL PROFICIENCIES

AI Platforms: ChatGPT, Gemini AI Studio, Google Cloud AI, Vertex AI Studio

Analytics & Business Intelligence: Google Analytics, HubSpot, Tableau, Advanced Data Analytics

Digital Marketing Technology: SEMrush, Ahrefs, Marketing Automation Platforms

Project Management: Strategic Planning, Cross-functional Team Leadership, Stakeholder Management

Business Strategy: Process Optimization, Change Management, Vendor Evaluation

KEY ACHIEVEMENTS & DIFFERENTIATORS

- **\$250M+ Revenue Generation:** 25+ years of executive leadership delivering measurable business results across Fortune 1000 clients
- **Proven Strategic Planning Expertise:** Successfully led complex digital transformation initiatives across multiple industries
- **Authentic Patient Perspective:** Personal chronic disease experience provides genuine understanding of patient needs and healthcare challenges
- **Advanced AI Education:** Comprehensive certifications from Stanford, Wharton, Google Cloud, and IBM in AI and business strategy
- **Healthcare Industry Foundation:** Early career healthcare association experience combined with recent patient advocacy focus

- **Cross-Industry Experience:** Broad business expertise applicable to healthcare transformation challenges
-

PROFESSIONAL APPROACH

Strategic Philosophy: Healthcare AI implementation succeeds when business strategy, technology capabilities, and patient needs are carefully aligned through strategic planning, stakeholder engagement, and change management.

Patient Advocacy: Committed to ensuring AI implementation enhances rather than replaces human-centered care, informed by personal healthcare experience.

Business Focus: Apply proven business strategy methodologies to help healthcare organizations successfully adopt AI technologies while achieving measurable ROI and improved patient outcomes.

Professional Memberships: Healthcare Information and Management Systems Society (HIMSS) - Student Member

Healthcare Focus: Personal patient advocacy experience with chronic medical condition

Availability: Immediate | Remote Consulting Nationwide | Travel Available for Health Systems

Approach: Strategic planning and change management for healthcare AI implementation