

ROGER A. BETANCOURT

Coral Gables, FL 33134

Modernization, turnaround Executive driven to align technology with business strategy, improve business processes, and increase Return on technology.

2015 to Present **Anthem, Inc**
HealthSun CIO & Simply Healthcare Technology Lead

2019 Budget: ~\$30M Expense 58 Staff

Coral Gables, FL

Retained to manage legacy Simply platforms and assist delayed integration to Shared Services. As trusted executive requested to lead Technology due diligence for multiple Florida acquisitions. One, HealthSun, was added to management portfolio for stabilization and restructuring. Over ~\$3B total revenue for combined businesses and ~2,500 associates. Span of responsibilities includes all IT functions including vendor management for outsourced software as a service.

2013 to 2015 **Simply Healthcare Plans**
CIO

2016 Budget: \$8.0M Expense 49 Staff

Coral Gables, FL

Recruited to growing \$430M family of Healthcare Plans to provide IT leadership facilitating successful 2015 \$800M sale based on membership growth from 78K to 210K, revenue to \$1.4B, and employees from 350 to 900+. Retained by parent, Anthem, to lead transition to shared services platforms away from strategic outsourced core claims processing partnership.

2011 to 2013 **Laird Plastics, LLC**
CIO & Process Officer

2013 Budget: ~\$2.0M Expense 9 Staff
\$ 5.0M Capital 12 Consultants

Boca Raton, FL

Hired by this private \$400M+ family of Plastics distribution companies to unify and standardize “best practice” business processes and underlying systems across multiple operations.

Highlights:

- Directed consolidation of NA operational processes across 80+ profit centers and 2 operating Companies through re-implementation of unified Oracle Enterprise One platform
- Successfully managed matrix relationships across 2 CEO's, their teams, and shareholders representatives
- Re-engineered IT portfolio to leveraged “cloud” and virtualization for improved resilience, capacity, and security
- Provided Operations and technical due diligence for \$15M acquisition of e-Commerce plastics distributor

2007 to 2011 **Bijoux Terner, LLC**
CIO & VP of Operations

2009 Budget: \$ 3.0M Expense 36 Staff
\$ 1.0M Capital 6-10 Consultants
2007 Budget: \$ 5.4M Expense 115 Staff
\$ 410K Capital

Miami, FL

Recruited to this \$110M global fashion-accessories, Arcapita portfolio company, reporting to the CEO as an Officer, to acquire commercially available business systems and to improve Distribution Center (DC) Operations.

Highlights:

- Actively directed Global Technology and DC Operations for Brand with 500+ stores on 6 continents
- Board of Directors reporting for \$500K DC re-engineering and \$1.3M Lawson ERP implementation included Finance, Accounting, Mobile Warehouse Mngt., Order Processing, Procurement, Business Intelligence & Demand Planning
- Generated \$13M in cash from inventory reduction, and improved inventory-turns 150% utilizing new SIOP process
- Re-engineered DC Operations resulted in 84% headcount reduction with a 271% productivity improvement
- Achieved 78% and 50% discounts in acquisition of Lawson M3 ERP and implementation services, respectively
- Acquired Celerant Point-of-Sale system for corporate and franchise retail operations as re-engineering catalyst
- Implemented Liferay open source portal for applications development and Enterprise collaboration inter/intra/extranet resulting in 96% savings over commercial products

2003 to 2007 **Watson Pharmaceuticals** (aka Andrx Corp)
Director, Corporate Systems Weston, FL

2006 Budget:	\$ 3.2M Expense	10 Staff
	\$ 2.2M Capital	6-10 Consultants
2005 Budget:	\$ 2.4M Expense	8 Staff
	\$ 820K Capital	4-10 Consultants

Recruited to this \$1.2B publicly traded company, reporting to the Corporate CIO, to establish and lead Corporate Systems portfolio. Established Business Intelligence function and created Business to Employee (B2E) function collaboratively shifting to HR.

Highlights:

- Established department for \$1M Peoplesoft Payroll System re-implementation and operations (2,100 employees).
- Implemented \$350K Cognos BI platform for JD Edwards reporting as part of Corporate Performance Management
- Created Service Oriented Architecture (SOA) strategy and led \$450K implementation of BEA Portal (previously Plumtree, now Oracle) platform for software development including composite applications in Java via Eclipse/ Struts
- Established and implemented Project Management Office (PMO) for product commercialization and IT initiatives
- Led Sarbanes Oxley IT implementation including relationship with internal and external audit

2001 to 2003 **Burger King Corporation**
Director, Business Intelligence Miami, FL

Annual Budget:	\$4M Expense	16 Staff
	\$5-7M Capital	22 Consultants

Recruited to this Division of \$11B Diageo, reporting to the CIO, to revamp Internet & Collaboration, Applications Development and Business Intelligence through divestiture to private-equity firm led by Texas Pacific Group.

Highlights:

- Redesigned data warehouse through \$3M Business Objects implementation for improved marketing analysis
- Managed \$1M econometric model technical development for promotions/product cannibalization forecasting
- Outsourced \$250K high-availability consumer website hosted via EMC center of excellence
- Implemented \$1M SAP Portal for custom application development, content delivery, and Franchisee collaboration

2000 to 2001 **Asix Interactive, Inc.**
President and Director of Consulting Miami, FL

Founded this entrepreneurial consultancy, responsible for operations of “outsource CIO” and software development clients.

Highlights:

- Leveraged 30 remote, off-shore developers through Peruvian company for various software development clients
- **MultiKredits.com, Inc.** – Provided CIO services to this \$10M Latin American Internet direct marketing & points rewards startup including renegotiated Venture Capital (MyPoints.com) agreement worth 5% of revenue as a royalty and \$500K as a onetime expense. This contrasts the original terms of 14% of revenue and \$1Million up front.

1995 to 2000 **Ryder System, Inc.**
Group Manager, Enterprise Applications Miami, FL

Project Budget:	\$12M Expense	15 Staff
	\$53M Capital	45 Consultants

As an MBA management training recruit, brought to this Fortune 500, \$5B Logistics Company. Annual increases in responsibility culminated in corporate CIO reporting relationship with 60 resources and a \$65M project budget. .

Highlights:

- During 1997 IT outsourcing, one of 4 persons retained managing 10 year, \$1B contract
- \$65M SAP implementation for \$1.6B Transportation Services (RTS) division
- Executed the on-time and on-budget \$3M SAP implementation for Ryder’s \$60M distribution company (Fleetproducts).
- Generated \$6M of incremental revenue via Fleetproducts.com website business as by-product of ERP project
- Managed Sales & Marketing relationship including \$1M Sales Force Automation and D&B “Knowledge based” marketing

’91-’93 **Booz•Allen & Hamilton, Inc.** McLean, VA
’90-’91 **W.R. Grace & Company, Baker & Taylor Books** Bridgewater, NJ

EDUCATION

University of Maryland – Smith School of Business College Park, MD
Master of Business Administration

Lehigh University Bethlehem, PA
Bachelor of Arts **Major:** Computer Science