

## Aaron Kaufman

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### CTO

*Proven Technology Leader | CTO | Innovation | Strategic Planning | Growth*

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#### QUALIFICATIONS SUMMARY

- Senior leader who consistently demonstrates ability to meet managerial/technical automation requirements and customer needs while developing and implementing effective resource management and project-management solutions in healthcare, finance, retail, bioscience, travel & hospitality.
- Respected professional offering 19+ years of management at both corporate and project level, including such successes as:
  - Architecting & leading the launch of Victoria's Secret e-Commerce platform (first of its kind)
  - CTO FinTech PayFlowPro - Sold to FirstData
  - Co-Founder P4 Healthcare - Strategizing and developing the first Medical Pathways Product - sold to Cardinal Health \$715M
  - Successfully coordinating several start-ups & product development for Infosys & Cognizant
  - Strategizing, executing, developing intellectual property for self funded OpenMed, Inc.
  - Co-Founder Kony.com Defining go-to-market strategy and executing product for Kony.com to enter Healthcare & Life Sciences for their mobile platform went from \$0 in 2012 to \$57M by April 2013

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#### CORE COMPETENCIES

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| ➤ Strategic Planning and Direction     | ➤ Project Management - Agile & RUP           |
| ➤ Organizational Planning              | ➤ Innovation                                 |
| ➤ Cloud Computing - AWS, Watson, Azure | ➤ Quality Assurance                          |
| ➤ Client and Vendor Relations          | ➤ Budget Administration                      |
| ➤ Team Building/Recruitment            | ➤ User Requirements Consulting               |
| ➤ Product Development                  | ➤ Artificial Intelligence & Machine Learning |

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#### PROFESSIONAL EXPERIENCE

##### **Founder & CEO, OpenMed, Inc.,** Miami, FL, Mar 2013 to Present

- From thought to execution to acquisition of a healthcare scheduling product & intellectual property
- Patented "Appointment Scheduling" <https://patents.google.com/patent/US20140249878A1>
- Innovated automated scheduling for risk based contracts for medicare patients
- Successfully launch company in medicare advantage space in Miami FL with just over \$26M in revenue after one year of launch.
- Successful Purchase acquisition Dec 2018

##### **EVP & CIO, kony.com,** Orlando, FL, Jan 2011 to Mar 2013

- Developed cloud strategy and product roadmap for the PaaS offering.
- Built the Healthcare & Life Sciences division as GM, as well equating to \$57M top line growth.
- Developed mCOE (mobile center of excellence) program for Fortune 50 companies
- Created organizational design and built effective teams; structured and led new Information Management Division, including Business Response Team, Quality Assurance Group, and Application Services Team.
- Directed selection, procurement, and implementation of significant IT initiatives.
- Integrated new Business Analyst team into organization, resulting in improved interaction between IT and its customers and alignment of IT initiatives with departmental goals.
- Implemented IT cost-allocation model resulting in equitable redistribution of IT costs back through corporation and clearer understanding of departmental technology expenses.
- Pioneered the first health plan mobile application as the gold standard of use cases for all health plan consumer mobile applications

**CTO, Cardinal Health**, Dublin, OH, July 2010 to Feb 2011

- › Managed enterprise-wide implementation of software-development methodology based on Software Engineering Institute's Capability Maturity Model to provide standardization and predictability into software-development process, resulting in uniform approach to project development with well-defined roles and accountabilities for all project participants.
- › Lead the innovation, strategy and product roadmap for the new Health Information Technology division (HIT) - developed a three year roadmap and deployed a team of 117 individuals to begin development.
- › Integrated P4 Healthcare into Cardinal Health - sold P4 to CAH in 2010 finished earn out in 8 months
- › Instituted project-management policies and procedures to create PMO model to control projects, resulting in standardized system to define, categorize, and track projects.

**CTO & VP Informatics Development, US Oncology, Inc.**, Houston, TX, Jan 2009 to Jul 2010

- › Oversaw project planning, cost control, client relations, and coordination of activities with other functional and technical support teams.
- › P&L Responsibility for Informatics and IKnowMed - US Oncology's EMR platform: \$36M business
- › Established department-wide change-control policy; directed implementation of change-control software to facilitate program control and versioning; led effort to consolidate 17 module repositories into one.
- › Created a significant product threat to our biggest competitor with technology in specialty care where our competitor was forced to acquire us (\$2.16B).
- › Directed small development organization that set priorities, provided status reports, and ensured on-time performance for team of 29 programmers/analysts.
- › Innovated the following products: The Oncology Operating System - longitudinal patient record, theoncologyportal.com - platform for 3700 oncologists to discuss tough cases, Revenue Cycle Manager - claims mgmt and denial management, patient experience (mobile).

**CTO, Patrick Soon-Shiong - Forbes #47**, Los Angeles, CA, Oct 2007 to Jan 2009

- › Managed Abraxis Bioscience's IT program for eClinical Trials and innovative use strategies
- › Served as interim CIO for St John's Health Center and John Wayne Cancer Institute
- › Implemented Epic EMR across entire hospital in record time by using an innovative paired use strategy
- › Created and executed an ecommerce strategy for the promotion of healthcare related products and services with accounts receivables exceeding \$11 million a month and scalable to withstand their 12,500 unique sessions per minute.
- › Served as key liason for Patrick's technology holdings as Private Equity Technology strategic management
- › Developed key technologies, such as the Healthcare Operating System, which we sold to GE for \$200M
- › Developed numerous patents in bioscience, technology and high tech.

**Chief Principal Architect, Cognizant & Infosys**, Plano, TX, 2003 - 2007

**CEO & Owner, NicheMusic / AORC**, Austin, TX, 1995-2001

- › Founded and executed a niche music product company for instrument parts & reeds while at UT of Austin. Created the first eCommerce company by a student in the University and sold to Marsmusic (marsmusic.com became my company) in 2001.
- › Developed our own ERP, drop ship operation, online ecommerce platform and direct integration to credit card gateways - the first achieved with First Data Corp.

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**EDUCATION**

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**BA Biology** The University of Texas – Austin, TX  
**BS Computer Science** The University of Texas, Austin, TX