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| MELINDA K. WEST  Enterprise Architect | Digital Transformation Strategist  Expertise in Healthcare, Government, Financial & Consulting  IT & Business Leadership | Cloud | Cognitive | Transformation | Blockchain| Sales |
| COO |
| West Des Moines, IA 50265 | Mobile: 402.301.8077 | E-mail: venturethink@yahoo.com | LinkedIn Profile: [www.linkedin.com/in/MelindaKWest](http://www.linkedin.com/in/MelindaKWest) |
| **Tenacious**, **strategic** & **organized**- Advising companies and solving business challenges since college, I offer a balanced and diversified fusion of business and technology acumen. Through passion and collaboration, I strategize, architect and shepherd innovative solutions to address clients' unique needs. Skilled at quickly synthesizing industry expertise and technology mastery to achieve results.  RESULTS FOR EMPLOYERS  **Unity Point Health System**: Saved $1.5M in first 6 months. Introduced enterprise architecture that solved a critical fragmentation problem, caused by UPH’s fast growth via acquisition.  **HP Enterprise**: Orchestrated solutions for proposals ranging from $10M to $200M. Product-managed a “project repository” tool – worked so successfully, HP integrated it with the offering & rolled out nationally.  **Venture Think Group**: Launched a highly successful consulting firm – delivered 30 projects and focused on Fortune 500 such as First Data, PayPal, Principal & Wells Fargo.  **Capgemini**: Ranked in the top 5% of consultants for four consecutive years. |
| Process Optimization / Infrastructure Planning / Transformation / System Integration / Software Development / Business Development / Cloud / Mobile / Partner Management / Financial Management |
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| TESTIMONIALS FROM BOSSES AND COLLEAGUES |

“Melinda created an EA program for UnityPoint Health, starting from the ground up. She excels at strategy and has a unique ability to view problems from many angles and create solutions. Melinda identified numerous opportunities to cut costs, optimize processes and better leverage our data. She collaborates exceptionally well with a wide variety of team members – from Executive Leadership to end users. Melinda is a pleasure to work with and I recommend her highly” – *David Wahlstrom, Manager of Innovation & Architecture, UnityPoint Health*.

“… very fortunate to have worked with Melinda on several high-profile initiatives. Her leadership, organizational, creative, and collaborative capabilities are an immense asset to her clients and engagement teams” – *Steve Adkins, Client Executive IBM*.

“…worked with Melinda at HPE during a Big Data $200M pursuit. She led a team of solution architects, Business Analysts, and proposal writers. Formulated a winning, competitive solution for HP. Her technical and business skills are outstanding” – *Karthi Natarajan, HP Enterprise Services.*

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| PROFESSIONAL EXPERIENCE |

IBM, West Des Moines, IA Sept 2016–Present

Ranked#1 IT Co. in the World – 350,000 employees

Chief Architect, GTS Financial Services Market, North America

**SUMMARY:** Industry expert in Financial, Healthcare, Government and Education representing the full spectrum of IBM’s Portfolio including: Services, Solutions, Hardware and Software. Results from involvement include increased business, strategic and innovative usage of IBM technologies, and higher customer satisfaction.

MANAGEMENT SCOPE: Own the end to end solution including system architecture and design, across all competencies, across all services (within the account). Understands the client’s business and needs, across all services, react and plan for the account. Responsible for the Account Innovation and Technology Plan.

Work with all stakeholders to develop a holistic view of the enterprise’s strategy and technology to enable IT and the organization to work together to achieve competitive advantage through the better use of technology. This includes helping IT management and business stakeholders with decision-making relating to not only operational optimization but also longer-term strategic direction, as well as designing and modeling future architecture.

Executive Architect, Client Technical Leader, Public Market, Global Markets

**MANAGEMENT SCOPE:** Advance strategic IBM architectures and cloud technologies, and grow revenue with the client. Act as a technology partner and technical consultant to the IBM account team and industry executive management and the customer helping them create their digital transformation strategy.

Attained over 100% of $690M quota. Certified IBM Expert Seller, Certified IBM Blockchain Consultant, Certified IBM Cloud Advisor, Global Sales School Graduate, Design Thinking Co-Creator Badge, Top Gun Training- Solutions and Services, Systems & Platform and Hybrid Cloud. IBM Cloud Private Infrastructure and Architecture Badge.

Cognitive, AI, Machine Learning, Blockchain, Security, Mobile, IoT and Augmented Reality/Virtual Reality.

**Cloud Modernization:** A large Healthcare company’s system comprised of a mélange of disparate, outdated and poorly documented ancillary systems needed a more agile architecture that could function both on premises and in the cloud. High maintenance costs, shrinking resource pool, end of life systems and lack of integration across systems made data difficult to share and costs to continue to increase.

* **Actions and Results**: Architected a system that leveraged existing technological investment and integrated it with new cloud native architectures using micro services in a hybrid cloud environment. This resulted in a cost savings of $21M over 3 years.

UNITYPOINT HEALTH SYSTEM, West Des Moines, IA Feb 2015–Sept 2016

Nonprofit health system - 13th largest in USA – 30,000 employees / 5M annual patient visits / $110M IT budget

Chief Enterprise Architect, Innovation and Architecture

**SUMMARY:** Created Enterprise Architecture practice, which introduced cohesive strategy for business, technology, applications, and data – solved a fragmentation problem caused by fast growth via acquisitions. The new EA roadmap broke down isolated “silos,” eliminated redundant systems, introduced standardization, and provided a clear view of all key EA components.

**MANAGEMENT SCOPE**: Chief Architect for a $4B health system – 17 hospitals & 280 clinics. Led innovation, consolidated systems, cut redundancy, reduced costs, improved collaboration, and optimized workflows.

**Cut Wasteful Archiving & Decommissioning**: UPH spends millions of dollars annually to archive & access data from decomissioned applications (unnecessary interfaces to mimic obsolete systems).

* **Actions and Results**: Saved $1.5M annually. Analyzed existing processes and reduced reliance upon outside vendors. For UC, replaced large, planned CAPEX investment with a SaaS solution.

**Transformation to Data-Driven:** UPH had inherited disparate monitoring systems – neither integrated nor accessible by people who needed information to make decisions – no consistent way to forecast usage, capacity or fix system and application issues. UPH had no centralized reporting or analytics for KPIs, metrics, planning or ops management– UPH needed a strategy to cut duplication, improve information availability and increase data integrity.

* **Actions and Results**: Integrated data across tools such as SCOM, SCCM, Solarwinds, vRealize, SQL, AD, & Cisco Network Monitoring. Created a “single source of truth,” IT Repository, BI and Analytics that provided complete, accurate and meaningful data for executive decision-making.

HEWLETT-PACKARD ENTERPRISE, HEALTH AND LIFE SCIENCES April 2013–Jan 2015

Principal, Solution Architecture

**SUMMARY:** Quickly got up to speed. Led and coached solutions teams struggling to keep pace with skyrocketing demand for proposals. Orchestrated large-scale solutions for state and local government – from $10M to $200M – for healthcare & Medicaid Management Information systems (MMIS). Oversaw 78+ person pursuit teams. Generated $54M in profit via sales to new logos, RFXs & contract renewals.

**MANAGEMENT SCOPE**: Led solution development, cost modeling, pricing, deal governance, compliance, and proposal development. Devised complex solutions that incorporated HP’s Applications, Technology, Business Process Outsourcing (BPO), Mobile, Analytics & Data Management business units and use of COTS products

**Product Development -Portfolio Repository**: Large MMIS programs have multiple vendors, work-streams, deliverables and processes. Most have their own tools. The client needed one place to go for their team members and the vendors to access all project portfolio information.

* **Actions and Results**: Spearheaded Product Development for MMIS Portfolio Repository . Devised an innovative solution that standardized and automated information exchange. The solution worked so successfully, HPE rolled it out nationally.

VENTURETHINK GROUP CONSULTING June-2008 April 2013

**Enterprise Architecture / Process Improvement / Big Data Solutions / Digital Transformation**

**Principal | Management & Technology Strategist**

**SUMMARY**: Spotted a niche for my expertise– for the financial, healthcare & insurance sectors. Analyzed competitors, created offerings, and launched VTG.

**BUSINESS SCOPE & SAMPLE PROJECTS**: Built an “A-List” of top clients – mostly Fortune 500 – primarily in finance, healthcare, payment processing, and insurance. Collaborated at C-level on strategy and solutions.

**Principal Financial Group**: Unsatisfied with existing facilities vendor: quality had worsened, costs increased, and operations were antiquated — too many manual processes and outdated technology.

* **Actions and Results**: Guided vendor selection for a 4.3M sq. ft. real estate services contract, including facilities management of 2.4M sq. ft. corporate campus and 150 global offices in 15 countries. Streamlined processes, opened a full view of facilities & tightened management of leases & construction. Saved PFG several millions of dollars by contracting with a national vendor that applied best practices, automation, security, and advanced state-of-the art technologies.

**Wellmark**: Restructured a troubled $4M Health and Wellness program – BI, Reporting and Analytics – that had vendor challenges, redundant work streams, escalating costs, and few results.

**PayPal**: Helmed the global Single Reporting Architecture and EDW optimization program. Charged with the data warehouse redesign from a source-focused to a business-focused system that could facilitate decision making through standardized reporting and analytics. Reduced reliance upon eBay’s EDW space, cut CPU usage from 170% to 60% and reporting redundancy by 52%.

**First Data Resources**: First Data had just completed due diligence on its M&A for Citi’s lock-box business. Led a $64M post-M&A integration. They had a huge need to manage and coordinate all aspects including technology, BPO, process improvement, expansion into new market, facilities and operations.

* **Action and Results**: Cut facilities and equipment costs 23% via consolidation of 6 remittance sites. Evaluated facility and-equipment leases and negotiated with global BPO (outsourcing) vendor. Performed post-acquisition closure and integration of personnel & facilities. Determined new technology was needed to accommodate the wholesale business.

BLUE CROSS BLUE SHIELD OF NEBRASKA April 2006–May 2008

Director, Enterprise Program Management Office

**Summary**: As BCBSNE expanded its scope of their project management office to include both technology and business, I was selected to lead and build the newly created enterprise program management office.

**Management Scope:** New ePMO with little standardization for portfolio/project/program/resource management, processes, reporting and artifacts. Championed transformation from decentralized PM methodologies to a cohesive ePMO practice. $45M annual project budget-18-direct reports.

* **Actions and Results**: Standardized PM processes. Developed PM career path and tracking KPIs. Enhanced Project Server and implemented new functionality ensuring staff usage and compliance with new processes. Introduced the use of Agile methodology from traditional waterfall SDLC.

BELLEVUE UNIVERSITY, Omaha, NE Nov 2003–April 2006

In-class & Online Degrees / Corporate Learning / International Programs / Process Improvement / Product Development

Vice President, Enrollment and Marketing

**SUMMARY**: Reversed declining trends in revenue by infusing enrollment and marketing with new processes and technologies. Led transformation from “build it they will come” to a proactive marketing and sales model. Directed 70-person organization – 8 departments – with full P&L control for $10M budget including $5M marketing budget for in-class, on-line, corporate, and international degree programs. Accountable for the generation of $38M annual revenue. Approval authority up to $300,000.

* **Actions and Results:** Introduced CRM/SFA, restructured marketing and reengineered ineffective processes. Encountered stiff resistance but rallied competing factions showing each stakeholder, “here’s what’s in it for you.” Developed new degrees and educational offerings to address changing market demands. Increased revenue 20%, reduced costs and improved margin by 2%.

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| ADDITIONAL EXPERIENCE |

**CAPGEMINI**, Omaha, NE (1998–2003), Director, Business Solutions Architecture & Project Management: Promoted 3 times. Oversaw delivery of technology engagements for software development, systems integration, Process Improvement, BI & analytics and compliance. Career Dev Manager for 13 consultants.

* Consistently ranked nationally among top 5% of consultants (4 consecutive years).
* Met billing and business development targets: $2.5M

**NEBRASKA BUSINESS DEVELOPMENT CENTER**, Omaha, NE (Oct 1993–Aug 1998), Director,Business Consulting and Director, Manufacturing Extension Partnership: Promoted 3 times. Directed 3 offices and 18-person team of business consultants who advised startups on market & business planning, market analysis, loan packaging and economic development.

* Published “Keys to Successful Business Start-up,” used for many years after my departure.
* Wrote feasibility study for NE’s first ever Division 1 hockey team.

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| EDUCATION AND PROFESSIONAL DEVELOPMENT |

Masters Public Administration (MPA), UNIVERSITY OF NEBRASKA AT OMAHA, Omaha, NE, 1995

BA in Political Science, NORTHERN ILLINOIS UNIVERSITY, DeKalb, IL, 1993

Emphasis: International Relations, Minors in French and Economics / Study Abroad (French): Université Domain

Certification, Economic Development Finance Professional, National Development Council

Certification, Project Management, University of Nebraska at Omaha

Certified Scrum Master (CSM) / Certified Mediator

Leadership Omaha Academy, Omaha Chamber of Commerce

West Des Moines Leadership Academy, West Des Moines Chamber of Commerce

Certified Family Law Mediator, Polk County Volunteer Lawyer’s Project

Booster Pak, Board Member

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| IBM CERTIFICATION AND BADGES |

Design Thinking Co-Creator

Certified, IBM Blockchain Consultant

Certified, Cloud Solution Advisor, Cloud Computing Reference Architecture

IBM Cloud Private Infrastructure and Architecture Badge

Certified, IBM Expert Seller

Cloud and Cognitive Patterns

Selling to the CXO

Business and Industry Insights

Global Sales School

Ambassador, HIMSS 2018