

Mike Nicholls

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Austin, TX (512) 693-7183

Experience

Marketing Operations Director

Anthem, Inc.

Jan 12 – Present

- Achieved \$10M recurring op gain by leading initiative to increase consumer email penetration (+48%), conversion to paperless preference (+51%) and portal registration (+16%). Developed and owned business case, partnered with cost center owners on methodology, and oversaw execution.
- Overhauled 200+ member facing communications to use plain language and refreshed brand voice by leading cross-functional team of Marketing, Service, IT, Legal, and Sales. Drive cost savings while drastically improving the messaging and design (8 in 10 consumers say easier to understand, 7 in 10 find letters more helpful). Winner of 2017 ClearMark Award of Distinction from Center for Plain Language.
- Realized \$1M op gain by designing and implementing electronic delivery for 50+ member letters and eliminating 30 letters. Includes work to discover and catalog 2,100+ system-generated letters.
- Managed team of three associates responsible for improving operational communications (EOBs, letters).
- Established interactive communications dashboard to track key member measures and campaign impacts by identifying data sources, normalizing data structures and creating visual charts and filters.
- Implemented simplified individual billing statement and application forms (both ~50% shorter) by using consumer research to drive design and driving consensus across 14 state functional and legal teams.
- Supported new ACA product rollout across 10 states by managing development of employer/broker plan comparison guides, including consolidation of input across over 50 sources.
- Launched online member communication experience map, the first internal tool providing a consolidated view of touch points members might receive during their membership.
- Automated comm calendar and dashboard, reducing overhead by ~50% and eliminating manual risks.
- Developed creative team utilization reports, giving insight into work effort across dimensions (70+ ppl).
- Received internal awards for achievements that exceed expectations and demonstrate core values in action: 2009, 2010, 2012, 2013, 2016, 2017, 2018

Sr. Business Consultant

Anthem, Inc.

Aug 09 – Jan 12

- Reduced creative production cycle time by over 50% by analyzing and streamlining workflow tasks, and in the process consolidated five technology solutions.
- Led four-person team by assigning work and overseeing development across 250 workflows.
- Managed technical integrations into key systems, including Ariba, Siebel CRM and custom RFP solution.

Sr. Consultant

Aprimo, Inc.

Feb 07 - Aug 09

- Delivered marketing software implementations for Fortune 50 organizations.
- Led client discovery sessions, re-engineered processes, designed automation solutions, planned and executed testing, designed customizations and delivered training.

Software Developer

QLAdmin Solutions

Jan 04 - Feb 07

- Utility player for insurance administration software company supporting product, marketing, and sales.

Education

Bachelor of Business Administration, Management of Information Systems: Texas A&M University Dec 03