

JENNA MARTINEZ

Mobile: 703.555.5555

1111 Northwest 77th Street
Arlington, Virginia 22201
jennamartinez@email.com
<http://twitter.com/bpm-pro>

EXECUTIVE: PROCESS RE-ENGINEER / BUSINESS ARCHITECT / CONSULTANT

**Target: Process Improvement / Transactional Processing / Strategy & Business Transformation
Financial Services and Insurance (operations, call center and data processing environments)**

| Process Improvement & Profitability Growth Strategist | Enterprise Solution Visionary & Implementation Specialist | Change Manager & Long-Term Strategist |
|--|--|--|
| Guided Clients in Identifying Revenue Assurance Methodology | Eliminated Need to Hire 300 New CSRs after instituting IT Efficiencies | Developed Multi-Year Strategic Roadmap |
| Identified \$135 Million in Improvement Opportunities | Staved Off Potential Costs of \$10 Million for Labor & Training | Automated Key Processes to Integrate Organization |

Leader in positioning companies for dynamic change and profitable expansion. Distinguished 15-year career marked by rapid progression and sparked by developing process improvements on both the business and IT sides. Noted throughout career for automating inefficient workflows via BPM to create significant and continuous productivity and profitability gains. Highly trusted for work ethic, strategic acumen, hands-on expertise and ability to get the job done.

- Viewed as **strategic and tactical visionary and accomplished implementer**. Possess rare combination of talent for visualizing opportunities accompanied by the hands-on strength for building and effectively implementing solutions.
- Outstanding **leader for process improvement projects**. Advanced skills in identifying problems, developing solutions and creating a long-term organizational road map.

CORE COMPETENCIES

| | |
|--|--|
| <i>Business Vision & Implementation Leadership</i> | Able to See the “Big Picture” to Develop Effective Strategy and Implementation Solutions — Strength in not only identifying business issues that stretch across organizational boundaries, but also in having the know-how to develop practical solutions with the proper cross-functional processes and systems implementation within 60 to 90 days. |
| <i>Organizational Change & Restructuring</i> | Deep Experience Integrating Disparate Operational Organizations, Processes, and Systems Following a Merger — Able to drive and manage large implementation projects and change programs (both system and business process changes). Solid skills in managing multiple complex projects simultaneously. |
| <i>Team Building & Talent Development</i> | Personally Built Two Successful Process Improvement Organizations from the Ground Up — Noted for the team leadership and staff mentoring abilities required to team with organizations to implement change. Able to accelerate associates’ performances by assisting them throughout the goal identification and attainment process. |

PERFORMANCE OVERVIEW • MAJOR INSURANCE / TELECOM ENTERPRISE

[year–Present] • www.majorinstelent.com

CHANGE MANAGEMENT / PROCESS IMPROVEMENT / IMPLEMENTATION / TEAM DEVELOPMENT

Senior Manager – Enterprise Business Architecture — *Reston, VA*

Enterprise Business Architecture Team Leader for insurer of consumer wireless devices with annual revenues of \$1.5B

Key Initiative: Help propel company beyond merger into a secure and expansive future position. Innovate and implement to ensure competitive advantages. Lead culture shift to help employees embrace needed changes.

From scratch, developed a process improvement team composed of business architects. Created marketing materials to gain buy-in of senior executives on approach strategies. Provide oversight and team mentoring.

(continued)

- **Developed and aligned multi-year strategic roadmap to corporate objectives**, including seamlessly integrating newly merged internal organizations.
 - **Slashed \$15 million from total costs** while executing projects during 3-year period (pre- and post- merger).
 - **Automated all manual processes, systems and reporting** (using BPM solutions). Currently leading automation efforts to improve efficiency in claim transactions. Estimated outcome: **\$2 million in additional cost reductions**.
 - Presently **orchestrating implementation of intuitive Web interface** to allow customers convenient access to submit claim documentation. Estimated savings: **more than \$3 million in additional savings**.
- **Initiated highly effective solutions** prior to merger that **improved enterprise processes and enhanced bottom line**.
 - **Eliminated profound operational breakdowns and saved more than \$3.1 million** by automating non-credit card deductible processes for claims. Solution decreased hundreds of thousands of uncompleted transactions **by 95%**.
 - **Slashed cycle time 52%** for enterprise-wide manual refund processes (for claim deductibles). The systematic improvement **resulted in \$400K in savings and elevated customer satisfaction**.

PERFORMANCE OVERVIEW • SYSTEMS INNOVATOR, INC.

[year–year] • www.systsemsinnovator.com

PROCESS IMPROVEMENT / TEAM START-UP / IMPROVEMENT OPPORTUNITIES / PROFIT ENHANCEMENT

Manager — *Baltimore, MD*

Directed Profit Enhancement Consulting Practice for \$7B NYSE-traded global software and consulting company

Key Initiative: Build start-up Process Improvement Consulting Practice to enhance sales and customer opportunities.

Developed all aspects of consulting practice, including methodology, approach, project templates, and all materials for sales, marketing, brochures, and Web information. Managed daily client engagements and project teams, as well as third-party consultants. Mentored internal staff and client employees in developing revenue assurance methodology.

- **Grew revenues from start-up to more than \$5 million**. Development of innovative product offerings generated new sales opportunities with Qwest Communications, Iowa Telecom, and Citizens Telecom.
- **Instrumental in guiding clients to identify more than \$85 million in improvement opportunities**. Examples include: identification of billing table errors, incorrect network switch configurations, error correction of billable call events.
- **Influenced clients to realize savings totaling more than \$12 million** by coaching them to develop their own internal revenue assurance expertise. Educated clients in the prerequisites for self sufficiency.

PRIOR PROFESSIONAL EXPERIENCE

ABC Systems, Kansas City, Missouri www.abcsystems.com

Business Product Consultant [year–year]

- Consistently delivered on-time and under-budget automation projects (usually involving 200–500 workstations) that **achieved client productivity gains of 20-30%** (FTE savings ranged from 40 to 150 for each project implementation).
- Introduced new technology, such as BPM/document management, to “old school” financial services companies. In many cases, resulted in revolutionizing how these companies executed their claims processing environments.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Administration • New York University [year]

Six Sigma Green Belt Certification (Motorola University) • Introduction to Business Architecture and Business Change Management Methodologies (BPMInstitute.org) • Metrics and Process Management (Performance Design Lab) • Project Management Framework Class (Sprint) • Essentials of Project Management (Systemation)

PROFESSIONAL ASSOCIATIONS, PUBLICATIONS

Association of Business Process Management Professionals

Authored article, “Emerging Trends in SOA Architecture,” published in *Journal of Business Process Management*