

pier lonsdale

JUMPSTARTED
>\$1B IN REVENUE

C-Suite Strategy Maestro

Harness Talent & Vision to Deliver +400 BPS &
Up to 153% Shareholder Value for Fortune 100 Insurance Firms



C-SUITE RECOMMENDATION

“Pier is one of those dynamos whose **success is inevitable** in whatever he attempts. It’s not just that he’s a very **smart and talented** guy – it’s also that he **thrives on challenges** and possesses the **rare ability** to both plan strategy and drive execution with equal skill. And his people skills are **exemplary** – the best I have ever witnessed in my 45-year career.”

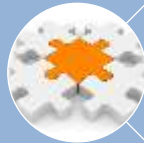
GEORGE WHITCOMB | CEO | CIGNA

ACHIEVEMENT HIGHLIGHTS

Harvard- and Yale-educated Senior Operations and Strategy Executive who rose through the ranks at Capitol, Anthem, and Cigna while maximizing \$500M P&Ls for multiple business lines.



Fueled \$1.8B in YOY revenue and \$2.6B in projected revenue over a 16-year period.



Planned, led & integrated 15 \$250M-plus M&A initiatives that drove a combined \$3B in new revenue.



Enabled penetration of 65 new domestic and international markets.

CIGNA INC | Chicago, IL & San Francisco, CA

2001–Present



120M Global Customers



Ranked #90 on Fortune 500



>39K Employees Worldwide



>\$38B In Revenue & \$57B In Assets



+\$12B In Shareholder Equity

CHIEF STRATEGY OFFICER | 2012–Present

Roadmapped enterprise-wide business transformation for this Fortune 100 healthcare company with \$7.5B in revenue, carving out 153%, 5-year shareholder value and 31% growth versus 1% average for the S&P 500.

- Realized \$145M in future savings while diversifying revenue streams. Simplified business portfolio from 18 lines of business to 8 and transitioned organization from siloed to integrated structure.
- Instigated and planned enterprise transformation that enabled the return of \$2.4B in capital to shareholders for 2 straight years.
- Identified \$820M in potential organic and inorganic revenue via reorganization of corporate growth funding process to accelerate innovation and profitability.
- Paved the way for future penetration of 2 new healthcare markets representing \$250M in revenue potential. Forged business case and won board buy-in.

CIGNA HEALTHCARE

COO | 2008—2012

Sustained +26% ROI in shifting market conditions, spearheading enterprise-wide transformation in tandem with CEO. Presided over \$450M P&L for home health division as business strategy SME.

- Cultivated \$765M in Year 4 projected sales and led operational efficiency initiatives that lowered expenses >32% (+\$375M).
- Enhanced client and customer experience by steering the rollout of a single-technology sales management platform that enabled an 84% increase in automatic approvals.
- Drove strategy design, decision-making, and integration of 7 acquisitions that generated more than \$816M in new revenue in fresh markets.
- Tripled 2 lines of business to a total of \$610M in sales, directing 2 acquisitions. Championed new product development and efficiencies that fortified margins +470 BPS.

COO | 2001—2008

Helmed business operations through up- and down-market conditions for \$3B long-term care division.

- Doubled ROI to 500 BPS, authoring business case for and launching 12 new products. Mitigated revenue decline in overall business to sustain +24% ROI.
- Stabilized earnings, grew revenue >425M, and boosted shareholder value 12% by revamping business mix. Set the stage for \$640M in new long-term revenue.
- Restructured finance and HR functions, consolidated key processes, and trimmed operating expenses \$32M. Improved cash flow and shareholder dividends 18% YOY.

EARLY CAREER

Anthem Insurance

Restructured finance and repaired legacy issues from a non-integrated acquisition as **VP of Strategy**. Built out world-class risk operation to fuel corporate growth as **SVP of Strategy**. (5 years)

Capitol Insurance

Instituted process improvements in advance of \$2B IPO as **AVP of Finance**. Standardized finance and operations throughout the enterprise to enable ahead-of-schedule IPO readiness. (7 years)

Bergen Consulting

Delivered M&A, IPO, and strategy consulting to mid-size enterprises. (2 years)

CREDENTIALS SNAPSHOT

Education

MBA in Strategy • BSBA ~ Wharton School of the University of Pennsylvania

Certifications

Certified Public Accountant (CPA) • Six Sigma Black Belt • Project Management Professional (PMP)

Professional Development

Corporate Strategy & Innovation ~ Harvard Business School | Disruptive Leadership ~ Yale University

Leadership

Board Member ~ United Way of San Francisco County | Board Member ~ Capitol Healthcare Corporation

Project Overview:

Pier had risen rapidly within a leading insurance company which he left voluntarily to seek out fresh challenges. Ready for a CEO role, he needed his resume to present him with broader skills than a quick glance at his titles may have suggested.

We built out his achievement portfolio to draw more attention to the depth and breadth of his accomplishments and paired his record with a resume layout designed to WOW the reader. Pier began networking with his resume and executive bio and earned a CEO role with a private equity firm that positions him for the next 3 to 5 years.