

JEANNE SIMS, MD, MBA

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HEALTHCARE ANALYTICS PIONEER & PRODUCT DEVELOPER

Rattling an Industry Through Customer- and Patient-Focused Product Innovation

Medical Doctor • MBA • BS in Bioengineering • 15 Patents • Expertise Spanning Concept to Roll-Out

Health-tech revolutionary, committed to creating products that boost patient outcomes and service efficiency while delivering healthy profits. Leverages a unique medical, engineering, and business profile combined with creative and analytical thinking to generate disruptive, profitable ideas in a new era of healthcare.

CORE EXPERTISE

- Product Development
- Medical Informatics
- Analytics Products
- Lab-Testing Economics
- Internet of Things
- Wearable Technologies
- Big Data Innovation
- Design Cost Efficiency
- Business Modeling
- Research & Development

INDUSTRY INTERRUPTED: Highlights of Order-of-Magnitude Advances



NEWSWORTHY WEARABLES: Co-created a body-vitals-monitoring device that generated \$35M in 1st year. Invention was praised by The New York Times as “a game changer in preventing unnecessary hospitalization.”



DATA VISUALIZATION TRUMP CARD: Altered a struggling med-tech enterprise’s business direction by developing a visualization solution to improve lab performance, accounting for 60% of all new revenue.



BIG DATA MONEY SAVER: Designed a patented predictive analytics tool that overwhelmed an industry with 20% market penetration in just 2 years due to the massive staffing savings it passed on to hospitals.

PROFESSIONAL EXPERIENCE

GREATER HEALTH, INC. • VP, Product Design & Development (New York, NY)

2015–Present

Undisputed leader in health-tech innovation | \$72B annual revenue | 110K employees



Acted as a bona fide shaper of the future of healthcare by steering a series of industry-disrupting products through all phases of development. **Grew the business by \$750M annually** while helping customers to stretch clinical resources, improve health systems services, and optimize patient care.

Select Commercial Victories That Created Value for Providers, Physicians, Patients, and Shareholders:

WEARABLE TECHNOLOGY BOMBSHELL: Steered R&D efforts for WearHealth, a first-of-its-kind wearable health tracking device that enabled the continuous monitoring of body vitals to detect potential risks in order to avoid unnecessary hospitalization. Attracted mass media interest and delivered \$35M in revenue in the 1st year alone.

BIG DATA SENSATION: Launched an award-winning predictive analytics tool with patented algorithms, designed to dramatically reduce hospital costs related to admission rates and staff resource allocation, achieving 20% market penetration in just 2 years.

LIFE-SAVING VISION: Orchestrated the development of a software application designed to flag prescription errors and contraindications, rapidly rolled out across the country.

NEXT FRONTIER OF ARTIFICIAL INTELLIGENCE: Formed a JV with an early-stage startup to pioneer an AI-based software, designed to support early disease identification through medical imaging.

CLINICAL INNOVATIONS, INC. • Product Development Leader (New York, NY)

2010–2015

Med-tech enterprise focused on lab analytics solutions | \$120M annual revenue | 45 employees



Created a sustainable business strategy involving heavy investment in Product Development, rescuing the company from losses while helping ailing lab clients to sanitize their balance sheets. Derisked the enterprise and **turned losses into double-digit growth**.

Highlights of Cutting-Edge, Technological, Care-Related Advances:

BI BREAKTHROUGH: Developed a business intelligence solution that tapped into big data from Laboratory Information Systems to eliminate redundant patient testing and dramatically reduce lab costs.

DATA VISUALIZATION INNOVATION: Created a user-friendly visual lab management tool to provide actionable lab performance data and reporting. New revenue line represented 60% of incremental revenue.

COLLABORATIVE ANALYTICS ADVANCES: Launched a consortium of companies to develop common data export formats and reporting templates for commonly available Laboratory Information Systems. Enabled information sharing between healthcare institutions and facilitated widespread adoption of new technologies.

LAB-TESTING ECONOMICS PIONEERING: Built a first-of-its-kind customizable analytics tool to reveal ROI on major lab investments, which captured sales from 25% of the customer base.

ABC CONSULTING • Senior Healthcare SME (2009–2010); **Consultant** (2008–2009) (New York, NY)

2008–2010

A "Big Four" strategy consulting firm | \$30B annual revenue | 150K employees



Leveraged background in medicine and recently earned MBA degree to serve as a business-savvy healthcare subject matter expert in the development of innovative advances for start-up to Fortune 100 clients. Served as advisor and strategist to drive the healthcare consulting line forward.

Featured Healthcare Consulting, Strategy, and Product Development Achievements:

QUANTUM LEAP FOR ANESTHESIOLOGY: Acted as a strategic advisor in the development of an advanced analytics and modeling technology that enabled clinicians to identify patients at risk of narcotics reactions.

BUSINESS DEVELOPMENT CATALYST: Created a healthcare-industry-specific product-development support package to open up a new line of business for the firm with projected annual revenue increases of \$45M.

FORTUNE 100 TECHNOLOGICAL STRATEGY: Provided both medical and business insights in the creation of a 5-year innovation strategy for a medical-device industry leader.

ST. FRANCIS HOSPITAL • Resident Physician (Phoenix, AZ)

2000–2006

Not-for-profit hospital providing a wide range of health, social, and support services | 607 beds



Gained a rich understanding of physician challenges and deep empathy for patients as an active MD. Leveraged insight in later career to develop profitable customer- and patient-focused products.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA) — Arizona State University (Tempe), 2008. Graduated in top 3%.

DOCTOR OF MEDICINE (MD) — University of Arizona (Tucson), 1996. Graduated with honors.

BACHELOR OF SCIENCE, BIOENGINEERING (BS) — Georgia Institute of Technology (Atlanta), 1992. *Cum Laude*.

RESUME STRATEGY

Jeanne Sims was not aspiring to higher and higher levels of leadership like most of my executive clients. Quite the opposite, she had worn the leadership hat in healthcare product development at the VP level and knew that senior leadership was not her calling.

Jeanne felt the happiest—and most useful toward society—when she was coming up with profitable, innovative product ideas that leverage data analytics to improve the entire healthcare landscape, rather than developing people and managing performance.

Her original 4-page resume had long lists of leadership abilities and accomplishments related to optimizing operations and streamlining processes. But to paint the picture of a product developer capable of coming up with industry-disrupting ideas, we needed to strategically leave off skills and achievements that would brand her in a higher leadership light. We needed instead to showcase her truly ingenious inventions and the more technical product development abilities within her skills repertoire.

Jeanne's passion for adding value to healthcare providers, physicians, and patients while propelling the profit engine is present throughout the resume, from the branding statement at the top, to the purple-colored phrase introducing each achievement list under her job descriptions.

Her MD degree and early career as a physician made her a highly attractive hire, so this information is featured in a qualifications profile just under the headline along with her BS in Bioengineering, MBA degree, and multiple patents. In the job description corresponding to her time as a physician, I focused the brief description on the insight gained that she currently leverages in product development.

As to the design elements, the logo blends big data imagery with medical symbols and brings a vibrant hospital-scrub teal and purple color theme to the resume to help the document stand out from the sea of dry, black and white resumes. Other graphic elements are placed strategically in the shaded boxes, containing summaries of each job description. These aid in skimmability and reiterate idea development, resulting growth, and Jeanne's medical expertise.