

VALERIE MARX

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AWARD-WINNING CHIEF TECHNOLOGY OFFICER, ENGINEER, & INVENTOR

Technology executive with ability to leverage cognitive computing, machine learning, artificial intelligence, unstructured data, natural language processing, and analytics to create revolutionary solutions for many of the world's most pressing technology challenges. Extensive experience with multimillion-dollar product commercialization launches. Track record of success building technology assets from the ground up that save users hundreds of man-hours while improving accuracy and customer experience. Significant expertise in healthcare solutions and business process optimization. Recipient of 4 of employer's most coveted recognitions. Hold 50+ technology patents. Frequent industry conference keynote speaker.

PROFESSIONAL EXPERIENCE

XYZ COMPUTER CORPORATION | Chicago, IL | 1989–2022

Director AI, Health Vertical | 2014–2022

Formed and led multidisciplinary team to develop and commercially launch SaaS AI offering that analyzes sequenced DNA to provide oncologists with evidence-based information used to create treatment plans for patients. Worked with 20+ top cancer institutes and oversaw cross-functional team of cancer biologists, bioinformaticians, UX designers, developers, testers, and offering managers. Indirectly managed sales, operations, finance, marketing, regulatory, and legal staff. Budget: \$10M at peak. Staff: 40 direct/40 indirect reports.

Developed and commercially launched world's first HIPAA-compliant Artificial Intelligence system to perform genomics interpretation in clinical oncology and scaled SaaS offering to a >\$50M business.

Product Development

- **Overcame go-to-market obstacles under aggressive launch deadline.** Charged with developing solution in undefined market where XYZ was not a known player. Successfully built platform, even in the face of limited test data. Navigated heavily regulated healthcare industry and addressed reimbursement challenges.
- **Built cognitive computing solution that exceeded those of competitors,** despite working with reduced budget and much smaller staff. Team has several patents pending on its innovative "cognitive algorithms."
- **Created function enabling users to trim time spent classifying mutations from hours to minutes.** New approach allows for significant opportunities to scale productivity of next-generation sequencing (NGS) labs and volume of genomics tests delivered, as well as expedite research and drug therapy development.

Business Development

- **Grew business from zero to >\$50M, doubled new clients annually, and achieved high client retention;** played key role in securing strategic partnerships with several world-renowned initiatives in precision medicine.
 - **Federal Government Contract.** Leveraged AI to treat 10,000 Medicaid patients, the largest group of patients within any one healthcare group.
 - **Global Diagnostics Firm.** Influenced co-branding deal and managed ongoing partnership, making biometrics platform the first AI genomics test made available to patients and physicians across the country.
 - **Large Pharmaceutical Group.** Paved path to be a primary channel partner for a large pharma in China to support Chinese government's \$9.2B investment in precision medicine.
 - **Medical Device Company.** Created opportunity to strategically integrate AI genomics testing with the market leaders in sequencing instruments and material, driving end-to-end process standardization.

Product Branding

- **Fueled positive brand awareness through research studies, speaking engagements, and positive PR** that validated the implications of XYZ for genomics in the commercial market.
 - **Duke University Study profiled by ABC Nightline.** Segment described how AI analyzed over 1,000 patients in a few minutes, corroborated Duke's findings over 99% of the time, and identified additional treatment options that physicians missed for more than 30% of patients.

Distinctions & Awards

Technical Award

Received company's highest technical award, recognizing ~0.04 individuals for outstanding innovations.

Distinguished Engineer

One of the company's highest technical honors. Only 1,300 DEs appointed in 26 years.

Master Inventor

Recognition of sustained contributions to protect IP and mentor new inventors.

Attended "XYZ DREAM"

Honor only bestowed on 250 employees.

Patents

55 patents granted.

Publications

Author of multiple technical publications. Co-author of several studies focused on AI in health.

- **Genomics partnership with 14 top cancer institutes.** Received overwhelmingly positive press recognizing alliances with cancer treatment leaders and fueling consumer trust/acceptance of AI solutions.
- **Genomics platform recognized as first AI solutions to save a human life.** *The London Times* reported how doctors at University of London leveraged solution to identify a misdiagnosed leukemia patient who subsequently made a full recovery.
- **XYZ Medical Revolution Conference.** Invited as speaker on genomics panel livestreamed to 1,000+ participants with 66,000 views to date.

Chief Technology Officer, 2013–2014 | Technology Lead, 2010–2012 | Help Center Cloud Lead, 2005–2010

Held roles with increasing responsibility in the Global Process Services (GPS) business group providing offerings in HR, F&A, CRM, and Supply Chain. Progressed from designing Interactive Voice Responder (IVR) technologies for Fortune 500 clients to leading innovations and defining GPS investments by partnering with client research group. Managed budgets up to \$7M annually.

Garnered over \$1B in new and extended business in first year by introducing several of the division's most innovative and award-winning offerings for AI, advanced analytics, and Interactive Voice Recognition.

- **Conceptualized several innovation projects and new business areas,** including a mobile money/microloan secure platform and advanced analytical models for procurement and HR.
- **Saved more than \$90M and increased GPS profit margins 15%** by defining and executing key technology investments required to bring more automation and analytics to division.
- **Developed first patented cloud-based, on-demand service contact center,** reducing wait time by 90 seconds per call.
- **Led several Interactive Voice Response (IVR) implementations** for Fortune 500 company customer and employee care centers resulting in dramatic improvements in customer satisfaction scores, call routing accuracy, and number of completed transactions. Sample engagements:
 - ✓ **Walgreens Pharmacy HR Service Center**
 - For a 10-year contract, recommended consolidated infrastructure solution that saved \$1M over remaining 5 years of contract.
 - Improved IVR system that propelled user satisfaction scores to their highest in company history.
 - ✓ **Toshiba Customer Care Center**
 - Reversed ranking from lowest in industry to top-5, realized \$1M in savings.
 - Earned 2 contract renewals yielding ~\$72M in additional XYZ revenues.
 - Improved metrics for call transfers, CSAT, abandonment, and call duration.

Client Praise

"Our new IVR is not only exceeding expectations but has cut cost of use by more than half. It has enabled product routing specialization to further support service enhancements and distinguish us from our competitors. Valerie truly embraced Toshiba's core values of "Sense and Simplicity" and delivered on time and on budget."

Director - Service Communications for Toshiba Electronics

Senior Software Engineer, Speech Recognition Solutions Architect | 1999–2005

Developed and led client solutions using speech recognition, natural language processing, and text-to-speech as a pioneer in the field.

- Led and developed the first application using voice XML in a client engagement (Aetna).
- Personally coded the first integration of text-to-speech to XYZ WebSphere Voice Response (Panasonic).
- Partnered with XYZ Research to integrate speech technologies in the WebSphere portfolio.

Held Software Engineer roles with XYZ, London 1989–1999. Developed system and network management products in multiple platforms (AIX, Windows, and OS/2) and code languages (C, C++, Java).

SPEAKING ENGAGEMENTS

Keynote, TIBCO Now: Culture, the Digital Transformation (2020) | Keynote, GM Geek Week (2019)
Keynote, Gartner CTO Roundtable (2019) | Keynote, American CTO & IT Summit (2019)
Speaker, Cloud Computing Interoperability Forum (2018)

EDUCATION

Bachelor of Science, Computer Science, University of North Carolina, 1989

Valerie had an impressive technical background, but her experience leveraging technology to build a unique product and brand for her company was not well articulated. I elevated the professionalism of her document and positioned her for more strategic Chief Technology Officer roles by recasting her experience with a greater emphasis on the importance and high visibility of the technology innovations she was involved in.

For each role, I created an overarching statement of the value she added and used lines and color to make each statement stand out. For the most recent role, I bundled accomplishments within functional categories to create accomplishment bucket themes within the document, break up the text, and improve readability.

Call-out boxes were used to draw attention to her unique distinctions and to showcase a testimonial from a client who not only recognized Valerie's technical competencies but also spoke to the value her contributions brought to their business.

Gold highlights are used throughout the document because gold suggests the best, #1, and other top distinctions. I believe this was an appropriate color choice given Valerie's groundbreaking accomplishments and the accolades she received for her innovations.

Following her work with me, this client went on to land a CTO role with a leading biotechnology research company.