Dawn Simpson, CBCP, CHPCP

dsimpson@knewdall.com 616.813.0700

Summary

Tenured servant leader who drives organizational effectiveness through business and digital transformation; accelerating time to value through deep technical knowledge, research, data analytics, business process and operational maturity modeling together with innovative use of SAFe® Agile, human-centered and design led approaches to incorporate user context and ongoing learning for the creation of value. Results-oriented change agent and customer-centric visionary who fosters growth and transformation. Skilled in leading cross-functional teams and driving the entire product lifecycle, from capturing requirements to bringing new products to market. A professional who possesses excellent communication skills and the ability to inspire and motivate teams, but also excels in building strong relationships with stakeholders and external partners offering extensive experience in infrastructure and cloud technology, software development, and agile product management across a wide range of industries and environments. Demonstrated expertise in healthcare technology, ecommerce/retail, and digital services strategies including a track record of successful product development, strategic planning, and operational management.

Career Highlights:

Redesigned a healthcare delivery organization's continuity management program using SAFe™ Lean Agile methodologies, resulting in a 33% improvement in velocity and up to 80% improvements in overall resilience maturity.

Developed and published customer centric high-value products with strategic partners: HPe, CDW, AWS, Pure, NetApp, and Microsoft, to develop and codify 'As a Service', Hosted Epic EHR; AWS and Azure Marketplace offerings, such as VEEAM Quickstart, Cloud Security Assessment, and Cloud Managed Services; and other technical solutions both public cloud based, and data center hosted.

Facilitated business process transformation and change management to consolidate and optimize infrastructure decommissioning processes, reducing delivery time from 12 weeks to three.

Drove global engagements, including complex infrastructure implementations, application development (mobile/web), analytics, managed services, and cloud migrations to optimize people, process, and technology across a variety of industries with demonstrably improved delivery and user experience.

Served as a shared CTO (Virtual/vCTO), providing strategic alignment and technology planning services capitalize on emerging digital solutions which drove transformational business results including up to 62% faster time to market.

Applied human-centered design principles to analyze clinical workflows and successfully implemented the first behavioral/correctional health EHR in Michigan in partnership with FBOP and NextGen.

Managed P&L and branch operations of a multi-million-dollar technical training & services organization, achieving consistent profitability benchmarks through creative use of resources.

Developed the 'PartnerPlay' channel program and established strategic alliances, leading to a pipeline growth of $12.8 million in cloud consulting and healthcare services.

Led research and design of an IoT/AI enabled equine surveillance product to provide owners and care-givers real-time health and wellness metrics.

Published author and thought leader with several business and non-business works, including three books, multiple articles, whitepapers, and other artifacts.

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EXPERIENCE

Knewdall, LLC

Principal / Senior Resilience Consultant (Baptist Health Systems - Louisville, Kentucky)
Jan 2023* -
- Lead the business continuity management team providing oversight, coaching and thought leadership to IT DR team, clinical operations, project managers, service line leaders, business continuity management and others.
- Improved overall maturity and implemented the SAFe Agile Framework to plan and manage the flow of value through risk management and improved clinical resilience.
- Matured risk assessment and mitigation strategies, continuity planning, test-exercise processes and service level metrics.
- Facilitated Continuity Logic Software selection, design, implementation and UAT across Continuity, Emergency Management and IT DR.
- Accountable for establishing metrics and driving measurable value of the continuity team and IT DR program.
- Develop and maintain enterprise frameworks, conceptual models, and roadmaps to help communicate and guide the organization's advancement toward business objectives and outcomes.
- Lead and collaborate with domain and system architects to ensure consistency and alignment of standards to guiding principles of the Business Continuity Governance Committee and enterprise architecture strategies.
- Serve team as a source of knowledge, expertise, education, training and mentoring related to areas of expertise.

I've worked with BHS through OST as a W2 employee and as an independent Contractor for well over 4 years.

OneOme, LLC | (Knewdall, LLC/OST)

Senior Principal Consultant | Scrum Master (Contractor)
May 2022 – July 2023
Minneapolis, MN (Remote)
- Provide agile advisory and support for clinical development, DevSecOps, and product teams to advance pharmacogenetics software solutions.
- Serve as Scrum Master and Business Analyst, leading and coaching agile team(s) consisting of developers, product managers, cloud engineers, and data ops.
- Develop strategic gap analysis between new products and current technologies and processes. Map software requirements to infrastructure and process enablers.
- Design process flows and map data objects to design new Provider and Patient Portal solution in SalesForce Community Cloud.
- Oversee object mapping to enable data passage from SFDC to the OneOme API.
- Led building out Data Operations function and team. Design data models for integration and query logic for data analytics and metric reporting in collaboration with dataops team and data scientists.
- Aid product owners with backlog grooming, prioritization, and planning at portfolio, product, project, and iteration levels. Develop user stories to translate complex requirements into features and stories to manage work in progress and stay within limits.
- Collaborated with cross-functional teams to meet the needs of various departments and stakeholders; collect and prioritize improvement requests from end users and champion them into release cycles.

Open Systems Technologies, Inc.

Sr. Technology Strategist | Strategic Business Development Manager Healthcare & Enterprise Services
Sep 2014 - Jan 2023
Grand Rapids, MI (Remote)
- Created value and momentum for enterprises and partners across multiple industries and countries navigating digital and organizational change with a focus on value creation through SAFe Agile practices.
- Facilitated workshops and other engagements to research, analyze, and synthesize data to uncover gaps and collaborate to help stakeholders and users to balance risk and reward, break down silos, and accelerate problem-solving.

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- Incorporate Human-Centered Design Thinking and Lean Agile methods into customer interactions – worked with large grocery/department stores, gas/convenience store chain, global stock exchange, Pharmacogenomics software company, largest county government in MN and many others to build agile roadmaps and CI/CD pipelines.
- Designed and led Risk Assessments/BIA for clinical operations across all Hospitals and the System Services Center. Incorporated SAFe™ Lean Agile methodologies to plan and scale the efforts, increasing planning velocity by 33%. Used industry best practices and tooling from DRI, CGC, RIMS, DRJ, NIST and others, to measure overall program success and maturity.
- Consolidated and optimized infrastructure decommissioning processes, reducing delivery time from 12 weeks to three.
- Led discovery and design efforts to develop a SDDC Automated Self-Service Provisioning user-interface and software solutions to standardize and streamline the provision and implementation of new compute resources for private and public cloud environments.
- Built and evangelized OST Channel program called 'PartnerPlay' designed to capture resale/referral partnerships and channel growth, present and advise customers and partners nationwide on trends, emerging technologies, and developments in digital transformation with a focus on healthcare and cloud: specifically cloud hosted Epic EHR, enterprise architecture, hybrid IT solutions, managed services and cloud migration/optimization strategies.
- Technical writing, documentation and reports, to synthesize interview and questionnaire data into meaningful and actionable artifacts such as Disaster Recovery Plans, Strategic Roadmaps/Frameworks, and Operational Runbooks/Playbooks.
- Provide solution and sales training in person as well as through content such as white papers, presentations, battle cards, and other works. Produce sales enablement artifacts and collateral assets for OST business and technology solutions.

Knewdall, LLC

Principal
Belmont, Michigan
Jan 2014 - Sep 2014

- Conducted independent business and IT consulting, providing expertise in IT governance and strategic planning, workflow analysis, business process transformation, technology rationalization, risk assessment and management, business continuity planning and disaster recovery, project, and program management.
- Offered freelance writing services, producing engaging blogs, web content, articles, and more.
- Consulted with WMU School of Michigan to design and optimize collaboration workflow, software selection, and technology roadmap.

Trivalent Group

Vice President of Market Development
Grand Rapids, Michigan Area
Oct 2004 - Mar 2014

- Transformed break fix organization into a managed services provider with private cloud and network infrastructure services.
- Consulted with customers, conducted risk assessments, built DR and Business Continuity plans. Developed innovative solutions for Electronic Health Records (EHR) use and designs for Federal Board of Prisons and other rehab programs.
- Leverage data and market insights to drive profitable, customer-desired features and solutions resulting in the launch of products and practice areas such as Help Desk, Disaster Recovery Consulting, Operational Maturity Consulting, and Marketing Department then planned, coordinated, and deployed product launches, ensuring effective roll-out, communication, and training.
- Created tools and collected data for business needs analysis, conducting current state and desired future state clinical processes analysis, workflow analysis, and enterprise resource planning processes to streamline and enhance value creation.
- Collaborated across the executive team to develop, refine, and execute product vision and value proposition, defined and executed a product & marketing roadmap to evolve and expand Trivalent's platform capabilities and drive delivery of value to customers.

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- Recruit, hire, train and manage empowered team members to achieve profitability and performance goals.
- Built and managed high-performing teams (Helpdesk, NetOps, Cloud & Infrastructure Engineers, Marketing), providing leadership and professional development opportunities to foster a culture of innovation and empowerment.
- Selected, implemented and maintained software applications supporting business needs, including secure online portals and internal systems such as CSS platform, document repository, social media integrations.
- Plan, Host, MC and manage events to drive networking and engagement opportunities.

CNG

Position/Title: Director (Office of the CMO) - Sr. Product Manager/Solutions Architect
Grand Rapids, MI
Aug 2002 - Oct 2004

- Lead Research and Development (R&D) and product development for global managed services start-up with primary solutions in Citrix, strategic storage and data protection services, and data analytics.
- Developed and maintained CNG's product offerings throughout the entire product lifecycle, including software selection, web design and content for data center, storage, BURA, DR, and software solutions (mobile and web).
- Led teams of product managers/solution architects, software developers, and business experts to drive innovation and achieve business goals.
- Captured product requirements by synthesizing market needs, customer feedback, and internal requests, ensuring alignment with regulatory standards and privacy/security practices (healthcare, banking and tribal gaming industries).
- Implemented and directed the product management practice, overseeing the product life cycle from identifying commercial opportunities to bringing new products to market.
- Worked closely with the Marketing department to drive product branding and marketplace positioning.
- Acted as a technical evangelist and solution architect, provided pre-sales support, conducted advisory services and assessments, then developed recommended solutions. Created marketing content, training materials, business plans, territory/client plans, project plans, proposals, and other documents to support the sales effort and advance opportunities.
- Held a dual role as both Product Manager and Global Program Manager (GPM), designing and executing plans utilizing PMI processes for global opportunities to ensure client satisfaction.

EDUCATION & SKILLS:

Western Michigan University | Honors College

Degree: Bachelor of Science
Subjects: Social Psychology, Communications
Certification: Secondary Teaching Degree, Social Studies

Disaster Recovery Institute International

Subjects: Business Continuity Planning and Management, Disaster Recovery, Epidemiology, Organizational Resilience (UK) – BoE/DORA Regulations
Certification: Certified Continuity Professional, Certified Healthcare Practice Continuity Professional

Stanford | d.school

Subjects: Design Thinking, How to Kick-off a Design Thinking Crash Course

Leaders of Awesomeness (Center Centre)

Subjects: Persuasive UX Metrics intensive

OST University

Scaled Agile Framework (SAFe) Product Owner/Product Manager
SAFe® SCRUM Master
SAFe® Advanced SCRUM Master
SAFe ® for Teams
Elevate Leadership Cohort 5*
Hurley Business Writing

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Other Skills Training & Certifications:

SalesForce Data Objects & API	Service Management/Documentation: ServiceNow, Jira, Monday.com, Confluence, Visio
AWS Business Accreditation	Collaboration/Design Tools: Miro, Lucid Charts, AirTable, Otter.ai, Figma/FigJam, Adobe Creative Suite
ITIL Foundations	Software/DevOps: Sentry, ReDoc/Swagger, Jira, GitHub, Understanding of 'Phantom', Kubernetes, Docker, OpenShift, Ansible, Puppet Chef, Nagios, Pipelines, Microservices architecture/benefits, Appy.pie, ChatGPT
Software/DevOps: Sentry, ReDoc/Swagger, Jira, GitHub,	Service Management/Documentation: ServiceNow, Jira, Monday.com, Connectwise, Confluence
Data Analytics/Data Management: Azure Data Factory, SQL, Snowflake, Alterian Analytics Platform	Microsoft Certified Technical Trainer (MCT)
Sandler Sales Mastery	Microsoft Certified Systems Engineer (MCSE-Legacy)
Challenger Sales (CEB/Microsoft)	Microsoft Office User Specialist (MOUS)
XIOtech Sales Professional	Citrix Certified Sales Professional
Cisco Sales Professional	nVidia Certified Sales Professional