

Summary

A multifaceted business development strategist with a human-centered focus, who incorporates service design and systems thinking with curiosity into her work designing change enablement, tools, training, and consulting equipping partners, teams, and clients to achieve transformative results. Dawn specializes in digital strategy, organizational resilience & continuity management, and operational maturity consulting; actively working in Healthcare, Manufacturing, Retail and Finance. She develops creative solutions that solve problems, improve productivity, increase value and produce higher returns on investment through people, process, and technology.

- Proven expertise in business and digital transformation accelerating time to value through deep technical knowledge, 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.
- Develops collaborative relationships, passionate about building organizational capabilities, with an ability to see implications from a unique perspective and turn them into opportunities to meet challenging corporate objectives.
- Track record of leading domestic and global teams, managing business partners and directing continuous improvements to elevate strategic positioning and ensure projects are completed ontime, within budget and with consistent quality.
- Resilience executive with more than 2 decades of experience with blending technology and business strategies to safeguard human lives, protect revenue and profitability, and improve sustainability.
- Creative talent with demonstrated strength in producing effective communications, presentations, events, and training equip teams and clients for success.

Career Highlights:

- Using a human centered design approach and clinical workflow analysis, designed and implemented behavioral, substance abuse, and correctional electronic health records solution using NextGen software - the first behavioral/correctional health EHR in Michigan.
- Shared CIO(Virtual/vCIO) providing strategic alignment and technology planning services to clients in multiple industries having produced transformational business results including design and implementation of
- Redesigned continuity management program and capabilities using SAFe™ Lean Agile methodologies to accelerate all stages of continuity and disaster recovery pre-planning, planning and post-transition activities for healthcare system.
- Strategic Solution Delivery Manager (product manager) who has developed products and practices into profit centers that revolutionized go to market capabilities to capture new consulting and recurring services business.
- Managed branch operations of a multi-million-dollar technical training services organization with full P&L responsibility, achieving consistent profitability benchmarks.
- Program Management of multiple successful global projects including infrastructure implementation for global Citrix rollout, 'Follow the Sun' application development efforts, player analytics and loyalty program, managed service and infrastructure hosting migration and global help desk migration.

Dawn Simpson, CBCP/CHPCP

Curriculum Vitae

- Built 'PartnerPlay' channel program and developed strategic alliances with key business development and technical partners in healthcare across the USA and to drive lead generation and opportunity development from \$0 to a \$2.8 Million Cloud Consulting and Healthcare Services pipeline.
- Developed the first CommVault reseller relationship in Michigan and built a multi-million-dollar pipeline in less than one year.
- Automated request management of non-IT services and built corresponding Service Catalogs for marketing materials and assistance requests along with lead tracking processes using existing service management tools (Connectwise® PSA Software) to minimize friction and maximize access to sales enablement tools.
- Created and managed progressive user experience events to P&L expectations, setting vision and theme based on leading edge industry trends – grew SolutionsExpo from 5 vendors and 60 attendees to 36 vendors and over 300 attendees driving new business growth with positive vendor proceeds.
- Built successful marketing campaigns using both traditional and digital strategies (tra-digital) producing over 200 leads per event to create sales funnel for prospecting and worked together with sales to influence and close multi-million-dollar opportunities.
- Designed and implemented websites on different platforms using SEO optimization to improve search engine placement and enhanced user experience strategies to facilitate better click through and conversion rates.
- Successfully sold and managed the migration and after sale support for large multi-circuit network engagements maintaining 90% + portfolio retention across 200 plus accounts.
- Recognized technical and resilience thought leader and conference speaker.

Experience

OST

Sr. Technology Strategist

Senior Consultant/Solution Development

Global Enterprise Solutions & Healthcare Teams

2019 – Present

Grand Rapids, Michigan Area

Focused on creating value and momentum for enterprises navigating digital and organizational change. Bridging gaps and collaborating to help stakeholders and users balance risk and reward, break down silos, and accelerate problem-solving.

- Serving customers & partners across multiple industries with a focus on healthcare and large enterprise.
- Business Continuity analysis and program development - provide advisory on resilience practices, business continuity and disaster recovery, healthcare risk, technical continuity & disaster recovery strategies.
- Using human-centered design frameworks and concepts to surface business problems, ideate on technical and design led solutions.
- Workflow analysis to understand user context, identify gaps, recommend risk mitigation, and process enhancement opportunities.
- SAFe® Agile guidance and framework consulting to enable agile delivery of customer value consistently at scale.

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Curriculum Vitae

- Cloud and Hybrid IT readiness and solution design - developed initial Go to Market tools for OST Cloud Consulting and developed initial Cloud Readiness Light tool to assist customers with evaluating their overall preparation and readiness for migrating workloads successfully to the public cloud.
- Technical writing, documentation, and reports to synthesize interview and questionnaire data into meaningful and actionable artifacts such as Disaster Recovery Plans, Strategic Roadmaps, Runbooks/Playbooks, etc.
- Design, price and develop technical optimization solutions through managed services, leveraging automation and orchestration, process and service design capabilities and 'As a Service' Opex financial and delivery models.
- Work together across key stakeholders to develop agreement structures, data sheets, pricing, documentation, and service level standards for multiple X-as a Service solutions such as Storage as a Service, Database as a Service, End Point as a Service, Workload as a Service, etc. together with Ingram Micro Financial Services and their financial partners to solidify the required documentation and agreements to facilitate readiness for delivery on these services.

Strategic Business Development Manager

September 2014 – 2019

- Built resale/referral partnerships and channel program (PartnerPlay) focused on channel growth and opportunities within Healthcare technology (specialty in Epic EHR), 'X as a Service' Architecture and Hybrid IT solutions.
- Specialist in Managed Services solutions for transforming IT organizations into innovative business partners for driving business outcomes.
- Incorporated human-centered design thinking and lean agile methods into everyday interactions with customers, partners, and co-workers.
- Worked with practice leads and executive sponsors to develop annual business plans, strategies, and key performance indicators to measure progress and success metrics.
- Technical writing: builds documentation and reports to synthesize interview and questionnaire data into meaningful and actionable artifacts such as Disaster Recovery Plans, Strategic Roadmaps, Runbooks/Playbooks, Business Plans, etc.
- Present to customers and train partners nationwide using principles of human-centered and adult-learning instructional design.
- Develop and deliver solution and sales training both internal and external.
- Produce sales enablement artifacts and collateral assets for OST business and technology solutions to increase deal conversion and facilitate cross functional solution sales.

Trivalent Group

Vice President of Market Development

October 2004 – September 2014

Grandville, MI

Led strategic planning efforts for both marketing and new solution development – launched new major product solutions, including private cloud solutions, service desk, managed services (including managed networks, portfolio concierge), Disaster Recovery and Continuity Services (including managed backups), MAPS and GPS Assessment.

- Leading Senior Consultant delivering on IT Operational Maturity Level assessments, IT Governance, Strategic Business and IT Alignment engagements.
- Developed the Trivalent go to market Brand strategy "YOUiverse", created all brand marks, product names and collateral materials, including marketing and business development plans.
- Organized, managed, MC'd and spoke at Technology Solutions Expo with 36 vendors and over 300 attendees, growing the event since 2006 from 5 vendors and 60 attendees.
 - Led the marketing team, growing it from 1 to 4 people.
 - Identified market direction and incorporated industry trending into annual theme.

Dawn Simpson, CBCP/CHPCP

Curriculum Vitae

- Increased lead generation efforts and overall thought leadership position through event marketing, email & digital marketing, print media and commercial advertising efforts.
- Used 100% bartered or vendor backed funding with no out of budget costs. Captured more than \$160,000 in yearly vendor funding resulting in over 500 leads annually.
- Improved attendance metrics by reducing attrition from 30% to 20% and maintaining consistent quality ratings.
- Spun off Security Solutions Expo to increase exposure and engagement for sales and market expansion into managed security solutions.
 - Partnered with executives and experts within BBB and critical infrastructure providers across the geographic area to ideate on security and protection of infrastructure solutions to improve resilience.
- Thought leadership, chief business and technical writer, authored articles, presented at conferences, participated in interviews and executive round tables, represented the organization at industry events and groups such as Service Leadership and TPG.
- Built a repository containing over 200 brand collateral pieces, templates, campaigns, advertising materials and scripts, television and radio spots, and other positioning materials – along with a catalog processes and document management.
- Maintained Certified Business Continuity Planner (CBCP) credentials and led Business Continuity planning and consulting for clients as well as the internal Continuity planning effort.

Special Project – EMR/EPM Implementation

Cherry Street Health Services/Proaction Behavioral Health

Co-led the business process re-design and system implementation of NextGen to integrate Cherry Street and Proaction into a single health home. Developed the plans and strategies to migrate Proaction from Avatar EMR to NextGen.

- Using human-centered design led frameworks created tools and collected data for business and clinical needs analysis, identifying current state and futurestate clinical processes in eight facilities.
- Analyzed existing and then developed future state digital workflow and created customizations to meet EPM/EHR needs of unique non-traditional practices such as Employee Assistance Center and Federal/State Board of Prison rehabilitation facilities – along with other clinical service lines including medication management (methadone dispensary), nursing, and behavioral health.
- Developed training and communication plans and materials, also served as a trainer/educator, supported clinicians during go-live and post implementation.
- Determined and configured the security access to the EMR/EPM system and prior to go-live oversaw the integrated software testing.
- Built system customizations with NextGen EHR software to enable the first behavioral, substance abuse, correctional and rehabilitation in the state of Michigan.

Vice President of Recurring Revenue

Developed Managed Services practice – transitioned organization from Break Fix and Project Based Solution Provider with variable services and traditional VAR business model to a Recurring Services Model.

- Responsible for managing the recurring services practice to profitability and service level metrics.
- Hired and managed high performing technical and engineering teams both in house and co-sourced on premise – consisting of solution architects, data center specialists, delivery engineers, project managers, end-user services, managed services team members.
- Built an End User Service Desk from ground zero to a fully functioning multishift services organization. Recruited, interviewed hired and managed team members.
- Consulted with clients and filled the role of virtual CIO (vCIO) providing IT strategy and ongoing stewardship.
- Facilitated the emergency migration of large colocation customer environment including coordination of multiple OEMs and resources from failed previous vendor, navigating FBI legal holds, and connectivity constraints over a Thanksgiving weekend to successfully transition and ensure client operations were functional the following Monday morning.

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Curriculum Vitae

EDUCATION

Western Michigan University	Certifications:
Bachelor's Degree	Productivity Point International
Social Psychology (BS Sociology) Communications Secondary Education Certification Honors College	Microsoft Certified Technical Trainer (MCT) Microsoft Certified Systems Engineer (MCSE-Legacy) Microsoft Office User Specialist (MOUS) Certification
Stanford University d.school	Disaster Recovery Institute International
Design Thinking Virtual CrashCourse Design Thinking Bootleg How to Kick-off a Design Thinking CrashCourse	Certified Business Continuity Planner (CBCP) Certified Health Practice Continuity Planner (CHPCP) Epidemiology Course Organizational Resilience (UK) – BoE/DORA Regulations
OST SAFe® University	Other Training and Certification
SAFe® Product Owner/ Product Manager SAFe® SCRUM Master SAFe® for Teams	Sandler Sales Mastery ITIL Foundations XIOtech Sales Professional Cisco Sales Professional Citrix Certified Sales Professional nVidia Certified Sales Professional AWS Business Accreditation Alterian Analytics Platform Challenger Sales (CEB/Microsoft)
Leaders of Awesomeness (Center Centre)	Safe Sports Certified
Persuasive UX Metrics intensive	

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Curriculum Vitae

The CyberNET Group (CNG)

Sr. Product Manager/Global Program Manager

(Part of the Global Strategic Accounts Team)

August 2002 - September 2004

Grand Rapids, MI

Responsible for defining and advancing the Storage Product and Services for international firm, with a secondary focus on Program Management pertaining to storage and Zero-Footprint Compute implementations – domestically and worldwide.

- Maintained and advanced domain knowledge of storage networking and interrelated infrastructure technologies, recommend, justify and launch new solutions – managing to growth and profitability goals.
- Leading Senior Consultant on IT Disaster Recovery & Business Continuity, IT Governance, Strategic Business and IT Alignment.
- Program and Project Management for large enterprise technology and managed services engagements. Wrote Statements of Work and executed plans utilizing PMI (Project Management Institute) methodologies for multiple domestic and global technology and services implementations. (Notable client engagements: WYSE, Aristocrat Technologies AU/US, Claims Services America, Dawn Foods, Rigid Tools, Stanley, Haworth, Jefferson County Public Schools, Mathis Brothers Furniture, Hardin Memorial Hospital)
- Supported business development teams globally through technical knowledge and pre-sales skills to increase opportunities and closure rates by over 80%.
- Conducted market research and intel gathering, SWOT analysis, and develop strategic business plans to maximize profitability of services and capitalize on emerging trends.
- Create marketing materials, training materials, business plans, territory/client plans, project plans, proposals and other documents as needed to support the sales effort and advance opportunities.
- Transitioned engagements and solutions from traditional VAR model to multimillion-dollar managed services contracts.

Trivalent

Sales Account Manager/Project Manager

October 2001 - August 2002 (10 months)

Grandville, MI

- Sales of computer hardware, software and networking technologies. Market ISP, ASP and systems engineering services to customers.
- Manage portfolio of accounts in excess of \$1 million dollars in annual circuit revenue.
- Managed client projects exceeding \$450,000 in hardware sales.

Productivity Point International

Training/Operations Manager

January 1999 - September 2001 (2 years 8 months)

Grand Rapids, MI

- Full branch responsibility for a multimillion-dollar technology training and services company.
- Management of nearly 20 staff – including Sales, Operations, Customer Service and Technical.
- Prepare business plans, sales budgets, forecasting, and branch budgets.
- Fiscal responsibility for entire branch including: NOI metrics, P&L and ISTD reconciliation, vendor selection, pricing negotiation and relations - maintained a 6% NOI.
- Sales and support of technology services and solutions to include: training, project management, performance solutions, e-learning, consulting, application development, etc.
- Customer support, problem resolution, marketing/ mailing campaigns, contract negotiations, pricing approval and SOWs.
- Hire, recruit, train, manage, review, and coach all branch employees.

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Curriculum Vitae

- Responsible for creation and submittal of precision public scheduling.
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