### Jean Landsverk

Englewood, CO 80111 **|** (303) 887-1626 **|** jlandsverk@salesexceleration.com

[www.linkedin.com/in/jean-landsverk-8065aa3/](http://www.linkedin.com/in/jean-landsverk-8065aa3/) www.jnlsalesstrategy.com

##### Senior Vice President, Revenue Success and Business Development

**Business accelerator with an eye on exit goals**

Accomplished executive management professional with extensive experience scaling high growth technology businesses. Practiced leader constructing and executing organizational growth goals and objectives. Skilled at scaling best practices and innovation mindset. Significant business intelligence delivering outcomes to maximize business value and revenue goals. Demonstrated strength building long-term, profitable relationships with strategic partners and employees. Recognized for the ability to deliver impactful results while leading in fast-paced, highly competitive environments.

# Areas of Expertise

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| --- | --- | --- |
| * Sales Leadership
* Digital Marketing
* Strategy & Execution
* Technology
 | * SMB Market Development
* Go-To-Market Strategy
* Customer Success Metrics
* Strategic Partnerships
 | * Sales Process Design
* Competitive Analysis
* Sales Playbooks
* Performance Coaching
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**Professional Experience**

**JNL Strategy,** *Denver, CO 2019 -Present*

***Chief Consulting Officer***

* Fractional CRO building high performance sales strategy in technology, fintech, manufacturing, and healthcare.
* Go-To-Market strategy, methodology, metrics, organizational design, digital marketing, and CRM.
* Outsourced Sales Leader focused on transformational revenue generation.
* Clients include American Medical Association, Orthofi, Moxie Exchange, Custom Made Meals.

**ZELIS PAYMENTS, *Denver, CO* 2018-2019**

***CXO Head of Provider Network***

* Grew business revenue from $45 Million to $105 Million
* Managed electronic claim payments to over 350,000 hospitals, health systems and medical offices.
* Led Payer and Provider payment distribution network.
* Created and implemented growth strategy to maximize value-based payment networks.
* Negotiated banking relationships to improve operational delivery and customer value.
* Notable achievements while in the position included:
	+ Developed and executed strategy for reimbursement contracts for 345 payers
	+ Produced a Payer/Provider reimbursement contract scorecard to benchmark and monitor performance.
	+ Built and implemented Network Analytics Optimizer tools to improve the provider networks.
	+ Established and implemented scalable processes to drive a 50% increase in business growth.

**CONNECTURE, INC.,** *Chicago, IL* 2016 - 2018

***Chief Revenue Officer (CRO)***

* Notable achievements while in the position included:
	+ Led a financial turnaround, resulting in revenue growth from $69M to $167M within 2 years and the successful sale of the business in 2018.
	+ Rebranded the Benefit Enrollment products, dramatically improving KPI’s the customer experience.
	+ Successfully negotiated the federal Medicare Enrollment contract renewal.
	+ Designed the go-to-market strategy that increased revenue and NPI scores and established customer success programs for benefit enrollment with brokers, payers, and members.

**COGNIZANT, TRIZETTO GROUP,** *Denver, CO* 2011 - 2016

***Senior Vice President/General Manager***

* Directed the team of 200+ employees supporting the enterprise claim payment software business for Payers, Providers, and Health Systems products, including Claims Payment Processing, Value Based Contracts, and Care Management.
* Developed and executed strategy to improve overall BU performance and enhance customer success.
* Built and maintained executive-level relationships and while participating in high impact contract negotiations.
* Spearheaded the development of value-based contract software, network management and population health tools.
* Notable achievements while in the position included:
	+ Tripled revenue in 5 years from $150M to 450M and increased EBITA by 13%
	+ Established customer success and operational metrics scorecard
	+ Developed Client Advisory Council.
	+ Advanced and executed a digital strategy to synthesize data into actionable customer insights.
	+ Led sales into payers, providers, dental, Medicare, Medicaid, commercial, and business units.
	+ Improved the NPS by 15% launched leadership academy and created BU centers of excellence.

**XEROX-AFFILIATED COMPUTER SERVICES (ACS),** *Washington, D.C.* 2010 - 2011

***Senior Vice President, State Enterprise Solutions***

* Managed state benefit program for Colorado, California, and Medicaid recipients.
* Led a $350M government services business focused on electronic benefits payments.
* Managed team of 275 customer service employees.
* Notable achievements while in the position included:
	+ Executed delivery strategy for improved financial performance.
	+ Leveraged data analytics to significantly enhance member satisfaction.
	+ Won the California Medicaid program, adding $175M in new business.

**FIRST DATA CORPORATION,** *Denver, CO* 2000 – 2009

***General Manager/Senior Vice President***

* Led high performing team of 100+ employees to dedicated to customer and operational success of prepaid, payroll card and credit card processing in SMB business unit.
* Managed $310M in profit and loss (P&L) for payroll card prepaid, credit card and healthcare transactions.
* Developed and executed customer success strategy for prepaid card growth.
* Notable achievements while in the position:
	+ Developed and executed strategy multiplying revenue from $20M to 880M.
	+ Launched Gift Card Business Unit growing revenues from $35M to 300M.
	+ Acquired and launched loyalty product to enhance customer experience.

**PREVIOUS EMPLOYMENT:**  Vice President roles at Aramark Corporation and Coca Cola.

**Education & Certifications**

**Master of Business Administration (MBA) –** University of Denver, Denver, CO

**Bachelor of Arts, Business Administration** – Iowa State University, Ames, IA

**Project Management Professional (PMP)** – Master Project Academy, Denver, CO

**Finance for Non-Financial Executives Certification** – Haas School of Business, Berkley, CA