

MARK W. RICE

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SUMMARY

Managed cross-functional teams in goal oriented initiatives instilling a sense of urgency for critical efforts. Provided structure, process changes, leadership and accountability. Maintained focus on creating value using appropriate technology with strict deference to business needs. Have a history of solving complex problems with cost sensitivity, communicating recommended paths in understandable terms and in context. Possess high integrity and actively seek critical feedback. Earned Master's degrees in business (resulting in Fuqua's Distinguished Service Award) and computer science (Honor Society).

PROFESSIONAL OBJECTIVE

Leadership in operations with an entrepreneurial spirit. To build and lead a team in solving complex problems and communicate findings in understandable terms and in context. To surpass company goals and performance indicators showing measured value to organization.

EXPERIENCE

Onlife Health (was Gordian) / Blue Cross Blue Shield of TN, Franklin, TN 2006 – 2009

A subsidiary of BCBS of Tennessee providing individualized, interactive personal health coaching.

Director of Enterprise Systems, 2008 - 2009

Leadership role defining direction and oversaw implementation for Onlife Health's Enterprise Systems, including application support and process automation projects.

- Built and managed our business intelligence team, balancing the organizational needs resulting in reliable reporting and key performance indicators for the business and the clients.
- Leader in our infrastructure reengineering effort targeting measurability, process efficiency and consistency throughout Onlife Health using appropriate technology. The results included key performance measurements of the Call Center and Customer Care in a consistent way.
- Initiated the Topgrading process at Onlife Health to raise the bar in interviewing and employee procurement, resulting in a revamped interview process (piloted with my department – Enterprise Systems, then extended to all of IT). The pilot included two hires, both of which proved to be high performers. This resulted in a company wide overhaul of hiring practices.
- Awarded bonus when general bonuses were not given (end of 2008).

Director of Market Operations, 2006 - 2007

Staff leadership role with eight departments for the EVP of Market Operations. Oversaw divisional budgets and monthly budgetary compliance, and was the go-to person for several executives

- Led process reengineering for division which included realigning departments and roles, eliminating layers of communications, and resulted in a 10% reduction in labor costs.
- Drove development of divisional dashboard including metrics for penetration which resulted in significant changes in marketing initiatives and a valuation analysis of our clients.
- Spearheaded special projects for several executives including:
 - Client list valuation analysis, resulting in changes in service to assure per-client profitability.
 - Creation of a pro forma for our new product model. This was used by executives in justification of the new product model to the board. It also highlighted sensitivities, such as coaching center efficiency and the per client penetration.
 - Prepared revenue forecast data for our VP of Finance to maintain mid-year budgets.
 - Provided budget analysis and recommendations for all budgets within Operations.
 - Analyzed operations in the call center then implemented changes from key performance indicators that succeeded in our target of lowering expenses by 25% (1M).

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StrikeIron, Durham, NC

Summer 2005

Provides an on-demand Web-based infrastructure for delivering business data via advanced web technologies.

Business Development Intern

Consulted for partner strategies and lead generation for the company's Commercial Web Services Recruitment Plan

- Provided industry analysis and developed company profiling to target deal companies (data providers) used by the Chief Marketing Officer in the company's lead generation efforts.

MRice Consulting, Portland, TN

2002-2004

Provided general business and computer systems consulting.

Consultant/Contractor

Leveraged technical and business process background to discover root causes and affordable solutions

- Streamlined accounts payable for a medical practice chain enabling more accurate reporting and decision making. This included combining orders centrally for supplier discounts and allocating expenses across offices. Performed retroactive analysis revealing the historical P/L for each practice, revealing that the perceived most profitable site was actually the least profitable.
- Identified document management inefficiencies, presented plan then implemented. This included creating electronic versions, procuring the right printers, defining processes for document hand-off, feedback and maintenance. This resulted in an 85% reduction of forms costs and more in error reductions because of a clear process and feedback for perfecting the process and forms.
- Initiated inter-office data/information management plan (defining mail exchange, forms of communication, lab work processes, etc.) resulting in more reliable processes and an estimated 27% reduction in lab turnaround time and 40% reduction in request approvals.
- Provided various types of technical consulting for fit within business processes, such as central repositories and resources and accounting configuration/reporting.

Gallagher Financial Systems, Nashville, TN

2001

Provides software that automates the loan-origination and vendor-management process via a component-based, loan origination system.

Analyst/Programmer

Solve technical problems and contribute to the design of an electronic document solution

- Worked on design of the electronic document and forms system which became part of the design/implementation of the loan-origination software called NetOxygen.

Korson-McGregor, Greenbelt, MD

1996-2001

Provided software technology consulting. Concerning NASA, provided object technology consulting and leadership to diverse teams.

Manager, NASA's WEVAC (Wearable Voice Activated Computer), 1999 – 2001

Chosen by NASA Branch Manager to be on the charter committee, then asked to provide leadership and structure.

- Spearheaded effort to analyze NASA's highest benefit for wearable computers. Provided project goals focused on Goddard's clean room, enabling remote data access and expert assistance.
- Was appointed as manager and was commissioned to provide structure and momentum.
- Managed cross-functional and geographically distributed teams (e.g. experts in clean room technologies, satellites and mission operations) to discover applicability of this technology for NASA's concerns, resulting in exploratory efforts at four NASA sites (GSFC, KSC, JSC, WFF).

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- Established working relationships with commercial partners including Xybernaut and MicroOptical, resulting in better pricing and free loans of equipment.

Technology Consultant, NASA's Hubble Space Telescope's Vision 2000 system, 1996 – 1999

Chosen by company owner to be responsible for mentoring diverse teams in software analysis and design, providing leadership to teams and cross-team efforts as needed. Recipient of multiple merit awards.

- Provided leadership for Hubble related teams in danger of schedule slippage (schedule saving solutions included: middleware and data lookup performance cutting 83% of the required time). Received Hubble Space Telescope Awards in 1997 and 1998
- Mentored software developers in software analysis, and design
- Created design for ingesting data at high speeds in an architecturally independent way
- Created individualized, on-demand learning tools to teach concepts from a week-long class, eliminating the need for developers to attend class, reducing training costs by 75% (through availability on-demand and ability to study only the needed subjects)

Corporate Teaching, 1996 – 2000

This role within Korson-McGregor was for commercial corporate teaching of advanced software development concepts.

- Taught corporate software development classes (to corporations outside of NASA – typical class size was about 20) earning rating of 4.73 out of 5.00 and multiple invitations from the same client.

Curriculum Director (for corporate education), 1994 – 1995

Responsible for coordinating corporate teachers and maintaining curriculum

- Managed development/maintenance efforts resulting in a more clear and concise curriculum.

American Airlines – SABRE Decision Technologies, Dallas, TX

1995-1996

SABRE Decision Technologies provides reservation systems to commercial airlines throughout the world.

Object-Oriented Methodologist

Responsible for our object-oriented methodology used on this large cargo tracking project

- Created team methodology, synthesizing applicable components from best industry practices.
- Guided and trained cross-functional teams in the chosen approaches.

AT&T / NCR, Columbia, SC

1991-1994

Produced mid-range and large multiprocessor computer systems.

Technical Support Analyst

Responsible for resolving diverse and often deeply technical issues frequently involving the UNIX operating system, hardware, and software applications.

- Developed customer oriented solutions to technically diverse problems resulting in four merit awards: Twice given a Customer Satisfaction Award, General Purpose Products Division Award, and AT&T GIS Employee of the month.
- Identified need and created an information repository for co-workers, resulting in a personal merit award with an associated spot bonus (\$500).
- With management's approval, initiated effort to find root causes for employee dissatisfaction, resulting in a report to management (all done anonymously).
- Given an individual spot bonus (\$500) for outstanding work with a major hospital client in crisis.

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Cognitive Systems / Atkinson & Pitts, Atlanta, GA **1985-1989**

Provided small systems consulting to a wide array of businesses (function and size).

Senior Consultant

Consulted highly diverse clients spending 70% of time in direct contact with clients. Required understanding the perspectives of stakeholders and constant focus on client goals.

- Designed and developed custom lab test tracking solution for Emory Medical Genetics.
- Overhauled an inventory tracking and distribution system for Hampton Distribution.
- Oversaw installation of our custom system for The Department of Health of Puerto Rico.

EDUCATION

Duke University, The Fuqua School of Business, Durham, NC **2006**

Master of Business Administration, May 2006. Merit Awards: Fuqua Distinguished Service (only two awarded in a class of 400), General scholarship, Moshovitis Outstanding Student Merit Scholarship, Above and Beyond the Call of Duty, The 7:05 award. **Selected** for Fuqua's Technology Advisory Council, Duke for LIFE, and Duke's Technology Committee. Committee Member: Blue Devil Weekend, Orientation. Officer for the entrepreneurial competition: The Duke Start-Up Challenge.

Clemson University, Clemson, SC **1991**

Master of Science, Computer Science, August 1991. Upsilon Pi Epsilon Honor Society. Teaching Assistant Coordinator

Southern Adventist University, Collegedale, TN **1987**

Bachelor of Science, Computer Science, May 1987. Sigma Mu Sigma Mathematics Club

ADDITIONAL INFORMATION

Ran qualifying times in The Boston Marathon in 2009 and 2010. Authored five technical presentations/publications. Lived five months in South America; Speak and write Spanish (intermediate).

COMMUNITY ACTIVITIES

- Volunteer Consultant at Highland Manor Nursing Home (2000 – 2004)
- Volunteer for Chamber of Commerce (2006)
- Volunteer MBA Applicant Consultant (2006 – 2009)