



Robert J. Yurkovic

My unique and powerful attribute – strong **consumer-centric focus** as a **business / tech hybrid**.

I accelerate the path to **revenue**, **resolve** complex customer issues, and develop measurable **value**.

My engineer’s mind is augmented by a diverse background in solving complex problems, optimizing success, and growing revenue by seeing the bigger picture.

- Sales & Marketing
- Cultural change
- Product & solution architecture
- Strategy & Value
- Customer Success & Experience
- Technology integration

My successes were recognized placing me in the top 1% of the workforce and in the officer pool of prestigious companies – e.g. AT&T, Bell Labs, Lucent Technologies, and UnitedHealth Group.

With my broad expertise, I have:

- Accelerated **business growth** in difficult and complex markets
- Increased high tech **product adoption** through customer experiences
- Increased customer growth by generating **high value solutions**
- Guidance on **tech products** - digital, IoT, portals, AI, cloud, mobile, bots
- **Motivated organizations** to perform and customers to grow
- Created **thriving businesses** through culture, processes, and performance

Experience

Appian Corporation – Sales and Professional Services

2018 - 2020

Executive Advisor - Customer Success

- Strategic Advisor: CRM and consulting to executives in **applying digital solutions** to Pharma, Providers, Payers, and Biotech.
- **Account restoration** at 2 Fortune 500 companies.
- **Solution architect**: Sanofi AI & IoT; Kaiser Permanente Digital COE & solutions. **IoT cold chain** solution for Grifols and Sanofi.
- **SME for Digital COE’s, IoT, Bots, Solutions, Portals, Mobile**

2016 – 2018

Senior Director Sales, Enterprise Sales

- Sold \$2.1 Mn digital aPaaS cloud licenses and created new digital uses (AI, IoT) enabling platform expansion for Sanofi.

Studio IQ, LLC

2014 - present

Consultant, Sales Support, Solutions, Speaker

- **Consulting**: start-ups, campaigns, marketing, messaging, site hosting and dev, culture, and video.
- **Book**: “Commercializing Consumer Engagement”. Keynotes at major industry conferences.

CONTACT

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EDUCATION - DEVELOPMENT

Lehigh University

Electrical Engineering and Computer Science BSEE

Professional Certifications

Cultural transformation – Senn Delaney
Product management – AT&T

PATENTS

#6,668,353 Space-time portals
#6,591,300 Application Bus
#6,487,585 Conference streaming

ASSOCIATIONS & BOARDS

Care to Caregiver, Tech Advisory Board
Lehigh University graduate mentor
SourceForge - jSyncManager

KEY PUBLICATIONS

USA Today - 3 Keys to Engaging Employees in Their Well-Being
Disruptive Waves & COVID-19
Building Digital Enablement
Digital Business Transformation

BOOK

Commercializing Consumer Engagement
How to engage people in health mgmt.



Paragon Solutions - A CGI Company

2013 – 2014

Healthcare Practice Lead

- First call resolution (FCR) and CX workshop for Horizon Blue call centers.
- **Consumer-centric retail health** business models for healthcare payers.
- **Humana** customer centric program support. Strategic analysis on mobile for **Horizon Blue**.

UnitedHealth Group - Optum Consulting

2007 – 2012

Vice President, Customer Experience and Engagement Solutions

- Thriving **Professional Services start up** with P&L. Highest YOY revenue growth and most profitable.
- United **senior executive culture facilitator** driving behavioral change to go from **\$100 Bn to \$200 Bn**.
- Built **biometric engagement platform** shown at CES 2012. Backed by Chief Medical Officer.

2005 - 2007

Senior Dir. Innovation Lab - Executive Solution Architect for C Suite

- **OpenGate initiative for C Suite** enabling consumer market entry for health services.
- Partnered with Exante CEO on the **integrated smart card initiative** with RFID.
- **Redesigned customer portal myuhc.com** with 5 Mn users.
- Led customer experience program to **consolidate 150+ sites**.

Studio IQ, LLC

2001 - 2005

General Manager – Sales and Online Application Development

- Start up for online application development. **Lucent contracts**.
- Created Corporate Radio Services, Survey Services, ecommerce system.

Bell Labs, Lucent Technologies – Wireless, Wireless Data

1996 - 2001

Advanced Mobile Media Director - Bell Labs

- Built carrier-grade voice gateway, **Mobile Media Platform**, that integrated voice, ASR, TTS, alerting.
- Created **Application Developer's program** to accelerate adoption of the Mobile Media Platform.
- Created **new mobile app, AudioRunner™**, providing personalized audio content delivery. Pre-iTunes.
- **Built \$4 million Mobile Internet Lab** - COE and incubator created rapid prototypes.

CIO - Lucent Tech Wireless

- Transformed Wireless BUs to adopt internet earning **900% ROI**. New **end user computing services**.
- Wireless Web platform supporting **50,000 employees**.
- Created Lucent Web Radio: **24x7 automated corporate communications** and training.
- Elected to **Leadership Development Program** – the top 1%. Elected to officer pool.

AT&T – Wireless Business Unit, Cable Business Unit, Global Sales

Head of Product Marketing

- Managed the **global \$3-4 billion wireless product portfolio**.
- Changed BU from tech to market driven products - increased market share **10% to 50% market share**.
- **Go to market with new digital tech** (CDMA/TDMA) for dominant market position against competition.

Senior Sales Marketing Manager

- Created and negotiated **two mega deals worth \$214 Mn** with NYNEX Mobile and SNET.
- Directed **AT&T/NYNEX \$2 Mn joint marketing campaign** (reliability) to protect against digital threat.
- Elected to **Leadership Development Program** -the top 1%. Elected to officer pool.

Global Sales Executive, VAR Manager

- \$4 Mn cable sales to EMEA governments. \$3 Mn transmission, \$5 Mn switching sales to carriers.
- VAR program growth: zero to \$100 Mn in annual sales. Sales support, programs, and marketing.

Prior Job roles: computer sales, programmer, systems analyst, data models, computer center manager.