



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.

- Rev growth: Enterprise Sales
- Product Marketing
- Go to Market & Development
- Strategic Growth & Value
- Customer Experience & Success
- 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.

My broad expertise:

- Accelerated **business growth** in difficult and complex markets
- **Marketing** strategy, campaigns, messaging, content, sales enablement
- **Sales support:** advisory, use cases, webinars, speaking events
- 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

Newgen Software

2021 - present **Regional Sales Manager, Enterprise**

- Enterprise platform sales, Midwest, healthcare

Studio IQ, LLC

2014 - 2021 **Business Growth & Solutions, Speaker**

- **Consulting:** Growth, marketing, messaging, and go to market.

Appian Corporation – Sales and Professional Services

2018 - 2020 **Executive Advisor - Customer Success Group**

- 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:** Kaiser Permanente, Grifols, and Sanofi.
- Customer engagement, product adoption, Digital enablement

2016 – 2018 **Senior Director Sales, Enterprise Sales Healthcare**

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

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

Population health - engaging people



- Sold \$2.1 Mn digital aPaaS cloud licenses and created new digital uses (AI, IoT) enabling platform expansion for Sanofi. Extend adoption into core services and business side.

Paragon Solutions - A CGI Company

2013 – 2014

Healthcare Practice Lead Consulting

- First call resolution (FCR) and CX workshop for Horizon Blue call centers.
- **Humana** customer centric program support. Strategic analysis on mobile for **Horizon Blue**.

UnitedHealth Group – Uniprise, 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

- Consulting: **OpenGate initiative for C Suite** enabling consumer market entry and loyalty.
- Solution ideation for C Suite, PoCs, market positioning, Go to market. MYUHC.COM overhaul
- **Redesigned customer portal myuhc.com** - 5 Mn users. Reduced call center volume and increased CX.
- Led customer experience program to **consolidate 150+ consumer 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 System, and 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 and content aggregation.
- 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, \$3 Bn 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.