**Paul Roemer**

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| (484) 885-6942 [paulroemer@gmail.com](mailto:paulroemer@gmail.com) <https://www.linkedin.com/in/paulroemer/> | www.linkedin.com/bob/yokoyama |  |

Portland, OR

**CAREER PROFILE**

**CONSULTING EXECUTIVE** **&** **OMNI-CHANNEL** **CUSTOMER EXPERIENCE EXPERT** with subject matter expertise in strategy, Voice of the Customer, transformation, digital, design-thinking, and call centers/CRM. International expertise in program and project management. Emphasis on applying human-factors and inter-departmental coordination with cross-functional partners. Proven record of analytical review and cost-effective decisions from a complex matrix of information. Deep management expertise includes:

**AREAS OF EXCELLENCE**

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| * **Consulting** | * **Healthcare** | * **Rain-Maker** |
| * **CX / UX Design-Thinking** | * **Strategy** | * **Program Management** |
| * **Process Improvement** | * **Call Centers/CRM** | * **Digital Transformation** |
| * **Change Management** | * **Agile** | * **Customer Experience** |

**GALLUP CLIFTON STRENGTHS PROFILE** (Neutral 3rd party assessment)

Ideation | Strategic | Activator | Self Assurance | Belief

**PROFESSIONAL ACCOMPLISHMENTS**

**Customer Experience** |  **CRM-Call Centers** |  **Digital Access & Engagement**

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| Thirty years of Customer Experience & Digital / Consumerism consulting in 20 countries for multinational and Fortune 100 companies in healthcare, telecommunications, retail, financial services, and technology. |

* Led the team that designed and implemented the consumerism and digital CX strategy for **Providence Health Services**
* Developed the consumerism and digital CX strategy for **Christiana Care**
* Led the teams that innovated patient experience for **CHLA** and **Children’s Medical Center**
* Led the team that designed the consumerism and digital CX strategy for a multi-state health plan
* Combined customer base of my customer experience clients exceeds 250 million.
* Sold and delivered over $400 million dollars of professional services.

**Human Factors** |  **Design - Thinking**

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| More than 10 years of senior leadership on multi-million-dollar customer experience UX/UI consulting projects. Sold, conceptualized, designed, and implemented: |

* Digital employee portal for the **World Bank** that improved employee satisfaction by 50% within 12 months**.**
* Digital customer portal for McKesson, a **Fortune 13,** firm that resulted in reducing the number of call centers by **80%** and increased customer satisfaction by **300%** in 18 months.
* Digital customer portal for Merrill Lynch used by **30 million** customers.

**Strategy** |  **Innovation**

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| 30 years of experience delivering disruptive change and transformation through developing and implementing innovative customer experience strategies |

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Portland, OR

* A senior executive responsible for delivering innovative strategies to a new phone company in Brazil
* Developed the assessment and strategic plan for National Geographic to transition from a subscription-based magazine to launching two cable television channels.
* Developed the opportunity analysis and strategic plan for US West’s entry into multiple EU countries.

**PROFESSIONAL HISTORY**

**IBM** **Global Services** (Associate Partner)2015-2016

Healthcare consumerism practice leader.

Representative clients: Providence Health Services, MedStar, Intermountain, Banner Health

**Pale Rhino Consulting** (CEO) 1996-now

Healthcare customer experience and digital CX consulting firm focused on strategy, CRM/call centers, digital, and human-centered design

Representative Clients (Healthcare): Christiana Care, McKesson, Children’s Hospital Los Angeles, Children’s Medical Center Dallas, CHOP, Penn Medicine, Thomas Jefferson, Hospital Special Surgery

**IBM** **Global Services** (National Consulting Director)1996

Leader of IBM’s telecommunications customer experience consulting practice.

**KPMG** (National Consulting Director)1991-1996

Leader of IBM’s telecommunications customer experience.

**Coopers & Lybrand** (Consulting Senior Manager)1990-1991

**Deloitte** (Consulting manager)1985-1990

**Arthur Andersen** (Senior Consultant)1982-1985

**EDUCATION / ORGANIZATIONS / INTERESTS**

MBA Vanderbilt University – DuPont Scholar

Board Member for several non-profits

Adjunct instructor of Innovation Temple University Business School

Guest lecturer on Innovation at OHSU Healthcare MBA School

Guest lecturer on Innovation at OSU School of Business

National speaker on Customer Experience

Business blog with 125,000 readers