

# MICHELLE JAHN

Michelle.Jahn@IAYconsulting.com | 612.207.6211

## PROFESSIONAL SUMMARY

### **Author, motivational speaker, executive leader, and management consultant**

Results-driven senior executive with 20+ years of management experience. Track record illustrates exceptional revenue growth, leading product development, operational excellence, and customer retention strategies for Fortune 500 and early-stage companies in the U.S. and international markets. A believer in accountability, energizing teams to achieve growth goals and improving operational efficiency and overall productivity.

Core competencies include executive advising and executive team leadership, business lifecycle management, customer retention, revenue growth, process improvement, product development, and international business.

## PROFESSIONAL EXPERIENCE

### **MedImpact Healthcare Systems Inc. – MINCA, Inc.**, San Diego, CA

Senior Vice President and Senior Advisor

- Developed and implemented key projects to support MINCA growth, including domestic and international lines of business. Provided assessments and recommendations on product development and market entry in global markets.

### **MedImpact International**, an affiliate of MedImpact Healthcare Systems Inc.

Senior Business Development Executive, Global Markets

- Led business and product development for the emerging market in Canada focused on product readiness: analytics for prescription drug fraud, waste and abuse; cross-border travel prescription drug savings; and compliance with Canadian and provincial laws.
- Senior advisory support to business units in China and the Middle East.

### **MedImpact Healthcare Systems Inc.**

Senior Vice President, Account Management

- Effectively managed \$18M budget: Account Management Division, and operational business units: Six business unit VPs, 200 staff, regional directors, account executives, account managers, implementation managers, business analysts, configuration benefits, and service excellence.
- Architect of a comprehensive Customer Lifecycle Business Relationship Management model that enhanced business management, company-wide accountabilities, operational excellence, revenue growth, and customer retention.
- Exceeded all YOY customer revenue growth, sales and retention targets 6 consecutive years.
- Consistently exceeded customer retention rate goals > 96%.
- Implemented a Business Process Improvement (BPI) program improving business operations across 30 business units. Internal audit confirmed processes consistently actualized YOY.

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## **It's About You Business Consulting<sup>SM</sup>, LLC**, Wayzata, MN Founder and Executive Management Consultant

- Clients included: Anthem, Hewitt Associates in U.S. and Europe, Walgreen Company, RxAmerica/CVS Caremark
- Executed joint venture with Athena Values Sarl, Paris, France
- Developed and implemented a Customer Lifecycle Business Model providing an integrated approach to strategy, sales and business processes for management, revenue growth and retention of clients' critical assets in the U.S. and Europe.

### *Corporate Visions – Certified Sales Affiliate*

- Providing science-backed revenue growth services for sales, marketing, and customer success.

### *Level Five Selling – Independent Partner*

- Providing custom sales management systems to execute sales strategies through frontline sales leaders.

### *Miller Heiman (MH) – Sales Consultant*

- Applied MH methodologies for sales and customer retention in client engagements worldwide: U.S., Europe, South America and Asia Pacific markets.
- Recipient: Miller Heiman Top Producer Award, 2007 and 2008.
- Miller Heiman Global Conference: Panel Presenter with MH Founder Robert Miller.

## **ADDITIONAL RELEVANT EXPERIENCE**

- **Vivius**, Minneapolis, MN  
Executive Vice President and Chief Marketing Officer
- **HealthSpring** (Vivius customer), Nashville, TN  
Acting Vice President, Commercial Sales
- **Chronimed**, Minneapolis, MN (now BioScrip/Option Care)  
Vice President, Sales and Marketing
- **Institute for Healthcare Quality**, Minneapolis MN  
Executive Vice President, Sales
- **Caremark**, Deerfield, IL (now CVS Caremark)  
Corporate Sales and Marketing
- **Neuma Living Benefits**, Chicago, IL  
Senior Executive Vice President, Sales and Marketing
- **Baxter Healthcare Corporation**, Deerfield, IL  
Regional Account Executive, Management Services Division

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## PROFESSIONAL CREDENTIALS AND EDUCATION

- Certified Sales Affiliate  
Corporate Visions
- Independent Partner  
Level Five Selling, LLC
- Certified Miller Heiman Professional  
Miller Heiman Training Institute
- Certified Respiratory Therapist (CRT)  
National Board for Respiratory Therapy
- Graduate, Altman Hospital, School for Respiratory Therapy

## AFFILIATIONS

- Board Secretary, **Hotel Landing Residences**, Wayzata, MN
- Former President and Board Chair, **Mama's Kitchen**, San Diego, CA
- Member, **National Board for Respiratory Therapy**

## INTERESTS/ ACTIVITIES

- Sailing