

RENEÉ BARLEY

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Outcome-driven management professional with 27 years of leadership experience spanning diverse and complex industries. I offer a proven track record of success with leading companies in their industry.

Driver of organizational excellence, client satisfaction and developer of people and inspirer of cultural change. Relationship developer and culture transformer. Effectively implemented many of the "Ritz-Carlton Leadership" programs that I learned while being certified at NYU in New York City.

Areas of Expertise Include:

- Account Management
- Key Account Relationships
- Team Building
- Call Center Management
- Organizational Development
- Employee Culture Development
- Sales and Brand Building
- Quality Management
- Project Management
- Major Contract Negotiation
- Training Management
- Executive Coaching

Professional Experience

PCA Rx • San Antonio, TX • 6/2022 to Present

Vice President, Client Services & Implementation

Provides strategic guidance & oversight for the Account Management organization to include client implementations. Executes new client relationships that produced new sales and revenue. Partner with HR and Executives to build corporate structure and culture.

Key Accomplishments:

- Develop Client Services structure to support future growth and development of client relationships to support retention and increased revenue.
- Instrumental in creating key process, procedure, training and reference documents for Account Management.

PharmPix • Guaynabo, PR & Irving, TX • 12/2019 to 6/2022

*Increased client live count **by 75K** and **5M in revenue***

Vice President, Account Management & Implementation

Provides strategic guidance & oversight for the Account Management organization to include client implementations. Executes new client relationships that produced new sales and revenue. Partner with HR and Executives to build corporate structure and culture.

Key Accomplishments:

- Introduced new client relationship representing 75K lives, 5M in revenue and future pipeline of an additional 100,000 plus lives.
- Developed Account Management structure to support future growth and development of client relationships to support retention and increased revenue.
- Instrumental in creating key process, procedure, training and reference documents for Account Management.
- Managed various implementations including the company's largest back-end client with 100,000 lives.

EnvisaCare Rx • San Antonio, TX • 2/2019 to 11/2019
Increased revenue by 400% and influenced client growth by 170%

Vice President, Operations & Account Management

Played an integral role in strategic planning, development, deployment and overall performance of a start-up PBM.

Key functions include;

- Strategy & Execution
- Policy/ Procedure Creation
- Cultivating Relationships
- Brand Identification/Marketing
- Company Culture
- Employee Development
- Operational Performance
- Resource Management
- Project Management

Key Accomplishments:

- Increased revenue by 400%
- Influenced client growth significantly with implementation of 30 plus clients: 50 benefit structures and 37,000 lives, plus a pipeline of an additional 100,00 lives.
- Introduced and fostered 3 broker/consultant relationships.
- Facilitated integration of 4 TPA's.

MAXORPLUS, MAXOR SPECIALTY • Las Vegas, NV • 2017 to 2019

Managed the world's largest global law firm with 2,000 lives and \$8 mil in drug spend

Senior Strategic Executive

Propelled revenue generation through effective execution of client relationship strategies throughout client's life cycle to build strong relationships and achieve the highest levels of client satisfaction, retention, renewals and upsells. Connected with prospective customers, responding to online inquiries and provided expert recommendations. Followed up to reinforce value proposition, close sales and secure contracts.

Key Accomplishments:

- Reviewed and prepared performance reviews covering overall KPI performance.
- Played an integral role in preparation and delivery of finalist presentations.
- Managed organization's largest TPA group representing 6,000 lives and \$10 mil in drug spending.
- Developed key process, procedure, training and reference documents for the Account Management to support future growth.
- Effectively negotiate and execute multi-year contracts.

OPTUMRX (formerly CATAMARAN, SXC, CATALYST RX) • Las Vegas, NV • 2010 to 2017

Second largest employer in California representing more than 200K lives and annual revenue of \$180M

Strategic Account Executive; National, State and Local Government

Key advisor in developing, implementing and managing strategic, planned high-level innovative pharmacy benefit solutions that foster improved wellness and enhanced savings for our State and Government clients.

Key Accomplishments:

- Oversaw new client implementations, built internal and client relationships, supported clients' ongoing operational and reporting needs, made cost-containment recommendations, delivered comprehensive plan reports and discussed key performance factors while recommending solutions and services.
- Effectively managed 10 additional clients representing 130K lives and \$100M in revenue.
- Monitored, managed and negotiated client/pharmacy contracts.

Director, Special Projects

- Responsible for post-acquisition projects ensuring consistency with company strategy and goals.
- Successful project management of two multi-million-dollar facilities from project conception to project close-out. Effective management of the project scope, innovative design, construction, expenses, integration and execution of facility move for over 400 employees - delivered on time and under budget.
- Played an integral role in creation/integration of corporate culture development program for 16 facilities nationwide. Promoted operational excellence through accountability, communication, teamwork and professionalism. Created motivational programs that inspired change and improvement.

Director, Member Services

- Responsible for management of call center operations for 6 centers of excellence nationwide with primary concentration on largest hub in Las Vegas.
- Managed training and development programs to support customer focus and further develop staff, leadership team and other functional areas.
- Created and led positive, motivational presentations and operational tours.

CONCORDIA HOMES OF NEVADA • Henderson, NV • 2002 to 2008 *Integrated Ritz-Carlton Executive Leadership Program*

Director, Customer Care

- Oversaw Customer Service operation, Quality Control and New Home Delivery functions for 250-350 closings annually as well as existing Service for over 2000 closed homes.
- Directed turnaround of customer service department to achieve high levels of customer satisfaction and increased response time, resulting in the company receiving the coveted "Builder of the Year" Award.
- Prepare written correspondence for homeowners, trade contractors and legal issues.
- Integrated Ritz-Carlton Leadership" programs to increase customer service satisfaction levels.

FEDEX CUSTOM CRITICAL • Uniontown, OH • 1990 to 2002 *The World's Leading Shipping and Delivery Company*

Call Center, Quality and Training Manager

- Generated \$5M through trade show promotions yearly to bolster improvement from top-50 to top-20 position in exhibitor size at major industry trade show; spearheaded top-to-bottom trade show exhibit makeover that encompassed exciting rebate incentive promotions.
- Proposed development of Inside Sales and Training departments generating growth from zero baseline to \$3M in just 4 years and improved distributor performance by 25%.
- Call Center Manager responsibilities for team of 8-10 Supervisors, 150 representatives.
- Developed and implemented several quality improvement and auditing programs.

BBA, WALSH UNIVERSITY | North Canton, OH
References available upon request