

PETE THURMAN

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SUMMARY

- Over 28 years of business experience in sales, marketing, and project management roles in the healthcare, software, telecommunications, and technology equipment industries.
- Key strengths include superior oral and written communication skills, analytical, strong learning aptitude, and exceptional in developing and cultivating relationships with diverse personalities

EXPERIENCE

9/1/2015 TO PRESENT

San Diego Christian College

Santee, CA

Instructor: Adult Professional Studies

- Teach and lead various business and technology courses for APS Program at SDCC, including Communications, Introduction to Computers, and Organizational Behavior

8/17/2015 TO PRESENT

Sharp Health Plan

San Diego, CA

Project Manager

- Initiates and develops product portfolio review and analysis to optimize market positioning and performance.
- Assesses competitive positioning by analyzing and monitoring internal and external feedback and incorporating insights into product recommendations.
- Collaborates with health plan leadership to assess market expansion and product growth opportunities to increase market share.
- Supports the development of market and sales strategies and value proposition
- Forecasts revenue or savings opportunities associated with product development initiatives.
- Manages cross-segment projects and initiatives that require problem solving, relationship building, influencing and analyzing.
- Adapts departmental plans and priorities to address business and operational challenges.
- Influences innovation across teams to ensure aligned; cohesive progress across multiple areas including technology, marketing, and service operations.
- Partners with sales and account executives, consultants, customers and both external and other segment leaders to manage the most effective suite of programs for each customer (internal and external).
- Leads the development and management of products and services, from product concept through maturity including remediation activities and retirement.
- Ensures that the intended product value propositions are aligned with the market perceptions via value proposition communications, positioning, and marketing messages.
- Manages product data and information so the dependent functional units have access to accurate, up-to-date information to make business decisions.

7/1/2008 TO 8/14/2015

Kaiser Permanente

San Diego, CA

Product Manager

- Responsible for engaging Regional or Line of Business Executives to solve complex problems in creative and effective ways to resolve key issues and evaluate outcomes to address opportunities.
- Coordinates the development of comprehensive business cases with cost, service, and benefit dimensions of proposed projects that are used at management and executive levels for funding and scope decisions.
- Accountable for tracking and/or monitor and report for senior management the results of actualization of benefits.
- Coordinates the development of comprehensive business cases across the enterprise with cost, service, and benefit dimensions for self-funding and consumer directed healthcare products.
- Plans, coordinates and conducts the analysis of sales and marketing business and training processes and functional requirements in order to optimize existing operating models.
- Utilize innovative approaches to evaluate and recommend product strategies and objectives which fit the Regional Line of Business in collaboration with Product and Program Office leadership.

- Accountable for tracking and monitoring self-funding and consumer directed healthcare data with Regional and Line of Business Executives in order to identify and recommend product and sales strategy changes.
- Directs the development of comprehensive and strategic business cases with a comprehensive financial analysis to inform executives about various options to optimize their funding and scope decision.
- Accountable for tracking and reporting for senior management the implementation of self-funding strategy decisions and provides ongoing analysis of current business processes and functional requirements.

3/29/2005 TO 7/1/2008

Kaiser Permanente

San Diego, CA

Executive Account Manager

- During first year in role, achieved 147% of membership goals in 2006.
- Developed and expanded key customer and consultant relationships to position territory for growth.
- Collaborated across marketing, care delivery, and labor management to generate membership growth.

1/1/2003 TO 10/1/2004

Intuit

San Diego, CA

Partner Manager

- Researched and analyzed online advertising market to develop online partnership strategy.
- Managed \$2 million in annual online revenues and generated additional \$1 million in revenues in one year.
- Identified and optimized new channel strategy to leverage direct tax preparation relationships to refer leads to partners through more traditional method, driving 239% increase in revenue.

1/1/2001 TO 1/1/2003

MICROSOFT

COSTA MESA, CA

Alliance Manager

- Drove partnership strategy and managed technology \$2 million in revenues for technology alliances.
- Developed partnerships with Dell Computer and HP which resulted in 200% increase in revenue.

1998 TO 2000

SAS INSTITUTE

IRVINE, CA

Alliance Manager

- Managed and grew healthcare book of business which generated over \$1 million in sales in 1998.
- Developed partnership model with key alliance partners to generate new markets for solutions.

1997 To 1998

GTE Internetworking

Santa Monica, CA

Business Development Manager

- Responsible for building and growing existing territory for Internet services in the Los Angeles area.

1996 To 1997

Anixter

Anaheim, CA

Business Development Manager

- Responsible for developing and expanding Los Angeles sales territory for communications products.

1993 To 1996

AT & T

Monterey Park, CA

Account Manager

- Responsible for selling and managing communication services in a sales territory.

EDUCATION

SEPTEMBER 1995 TO MAY 1998

University of Southern California

Los Angeles, CA

SEPTEMBER 1984 TO MAY 1988

MASTERS AND BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION