

# NEAL WILLIAMSON

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## HEALTHCARE INDUSTRY EXECUTIVE NEW BUSINESS DEVELOPMENT MARKETING/STRATEGIC PLANNING

### QUALIFICATIONS SUMMARY

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- Entrepreneurial professional with vision for sales, marketing, new-business development, and leadership, in both start-up and turnaround settings.
- Solid business leader with outstanding record of growing market share and demonstrated ability to energize and positively influence team members and customers.
- Skilled strategic planner with sense of urgency to deliver integrated, customer-focused solutions that increase revenues and profits.
- Innovative change agent who turned around lowest performing region in state, boosting revenues more than 84 percent and growing market segments as much as 300 percent.
- High-energy, enthusiastic achiever who led numerous new business development efforts, including one of the most successful in history, enrolling 25,000+ members the first year.
- Profit-minded self-starter with proven track record for generating multimillion-dollar sales revenues while closing complex, Fortune 500 accounts.
- Exceptional communicator and polished presenter with expertise in strategic and consultative selling.

### PROFESSIONAL EXPERIENCE

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#### **Director of Sales and Marketing, HUMANA – Daytona Beach, FL, Oct. 2005 to Present**

- Reporting to COO, directed sales/marketing activities for employee-benefit product line and TPA services for Bluebell Life Insurance Company, subsidiary of state's largest health insurer, operating in five states.
- Managed 20 employees, including overseeing TPA and broker-sales operations.
- Increased revenues in voluntary, group dental product 124 percent, doubling membership in 18 months.
- Boosted membership in group, self-insured product 126 percent by dramatically improving TPA operational efficiency and maintaining low cost producer position.
- Developed strategy that returned group dental product to profitability: loss ratios to 65 percent.

#### **Director of Product Development, HUMANA – Jacksonville, FL, July 2004 to Oct. 2005**

- Selected by Vice President to turn around HMO subsidiary that lost \$11.3 million in 2003 and delivered \$2.4 million profit within 12 months for largest health insurer in Florida with \$4.5 billion in annual revenues and 2.4 million members.
- Led five directors and 17 professional staff in three-year, \$32-million project designed to overhaul existing product portfolio.
- Created new product lines for group/individual and over- and under-65 market segments, including HMO, PPO, POS, pharmacy, and traditional indemnity.
- Created launch programs for product rollout accompanied by advertising and promotional campaigns, collateral materials, and new brand identities.
- Personally trained 3,000 brokers and consultants.
- Earned Individual Achievement Award of Excellence for performance.



**Director of Sales and Marketing, HUMANA – Orlando, FL, Dec. 2000 to Aug. 2004**

- Promoted to turn around poorest performing region in Florida, which had never experienced a net gain.
- Increased revenues 84.5 percent, boosting membership from 76,485 in 1999 to 121,000+ in 2000.
- Directed sales/marketing staff of 32 across all product lines, including PPO, HMO, and indemnity.
- Sold complex Fortune 500 accounts, including General Electric, Boeing, Lockheed, EG&G, General Dynamics, Martin Marietta, Northrop Grumman, and Rockwell.
- Won Profitability Achievement Award in 2003 and 2004, achieving 76.3 percent and 78.8 percent loss ratios respectively.
- Earned Individual Achievement Award of Excellence for performance.

**Sales Manager, HUMANA – Jacksonville, FL, Jan. 1993 to Dec. 2000**

- Led sales and renewal team of 12 in Northeast Florida region.
- Oversaw all employee-benefit product line sales to groups of 10 and up.
- Exceeded new sales and net-gain goals each year.
- Generated 43,533 new members in 30 months, selling 20 accounts of 300+.
- Sold largest group in plan's history, Duval County School Board, with 17,000 members.
- Won Individual Achievement Award of Excellence for performance.

**Executive Director for Business Development**

PORT CITIES OF AMERICA – Port Canaveral, FL, Dec. 1990 to Dec. 1992

- Oversaw new business development effort for this unique, behavioral health start-up.
- Developed network of 500 mental-health professionals statewide.
- Saved \$600,000 in first six months through alliance with another provider.

**EDUCATION and PROFESSIONAL DEVELOPMENT**

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**Bachelor of Arts in Psychology, University of Wisconsin – Madison, Madison, WI**

**SPECIALIZED TRAINING**

- Graduate School of Sales and Marketing Management, (EDP) Rutgers University, New Brunswick, NJ
- Strategic Marketing Planning, University of Michigan, Ann Arbor, MI
- Humana Management Development I, II, and III

