

# PATRICIA L. SAMPSON, MBA, PMP, CSM

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## Project & Process Management | Sales Operations & Support | Product Marketing & Management

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- **MBA** with expertise in product and program design, development, launch, and implementation.
- Certified **Project Manager, Scrum Master, and Six Sigma Green Belt** dedicated to process excellence.
- Successfully manage large client relationships as well as cross-functional teams.
- Recognized for exceptional communication, liaison, and interpersonal skills dedicated to satisfying internal and external clients.

### KEY ACCOMPLISHMENTS

- Deployed CRM program to select sales channels to reduce product and sales process complexity.
- Managed cross-functional team to deploy intranet and governance website for senior leadership reporting.
- Planned and deployed worldwide hardware upgrade program resulting in \$10 million incremental revenue.
- Managed migration of customer base from 800 to local service. Reduced operating expenses by 40%.
- Identified requirements for marketing data base for customer profiling, market research, share analysis, target marketing, segment development, and lead generation.

### PROFESSIONAL EXPERIENCE

SYNEOS HEALTH (INC RESEARCH/INVENTIV HEALTH), Somerset, NJ 2015 - 2018

#### Senior Operations Manager, Selling Solutions

Managed project planning and process implementation to successfully deliver outsourced Sales Operations technology and service support to major pharmaceutical companies.

- Led high-performance project teams responsible for recruiting, territory and data management, and training through launch and transition to operational support.
- Primary liaison between Clients, project business leads, field organizations, and Syneos internal departments to ensure contracted (outsourced) operations met the needs of the business and Client expectations.
- Managed up to 12 concurrent Client implementation and support projects.

GALAXE.SOLUTIONS, Somerset, NJ 2014 - 2015

#### Project Manager, Patient Systems, Enterprise Services, and Application Systems

Provided project management and client operations support to major life sciences Clients:

- ESI: oversaw tracking and administration, knowledge transfer, and onboarding support to successfully reduce Client's vendor costs.
- J&J: employed agile methodology for a waterfall project implementation to accelerate project completion.

HORIZON HEALTHCARE INNOVATIONS, Newark, NJ 2011 - 2014

#### Manager, Solution Development

Launched planning for the development of new Episodes of Care payment innovations pilots in collaboration with health care providers to improve quality outcomes, increase patient satisfaction, and lower the total cost of health care.

- Completed analysis, financial assessment, recommendation, and timeline for oncology pilot with anticipated savings to Horizon BCBSNJ of almost \$1Million annually.
- Developed strategy and model for implementation of Coronary Artery Bypass Graft (CABG) pilot.
- Developed and implemented processes to onboard and maintain provider relationships as the Episodes of Care program expanded to include additional specialties and partners.

EXPRESS SCRIPTS (MEDCO HEALTH SOLUTIONS), Franklin Lakes, NJ 2007 – 2011

Manager, Secondary Benefits/COB

#### Project Management (2009 – 2011)

Versatile **PMP** with strong business acumen responsible for concurrent management of a wide variety of projects including revenue protection, process improvement, new product introduction, system redesign, client migration and implementation, compliance, and employee satisfaction to fulfill corporate goals and objectives. Recognized by Project Teams for consistent and dependable delivery of project management support (SDLC and Agile).

### **Product Operations (2007 – 2009)**

Developed, implemented, and managed a Medicare Part D Coordination of Benefits process designed to ensure Medicare as Secondary Payer. Implemented continuous process improvement to successfully pass Medicare audits to achieve and maintain 100% compliance with mandate by Centers for Medicare and Medicaid (CMS).

- Reduced record processing time by 80%.
- Increased response rate 30% through improved payer letter communications.
- Reduced inbound call-handling resource requirements by 75% through enhanced scripting.

### **Senior Program Manager, Strategic Products (Consultant, Decision Strategies, 2007)**

Project managed Medicare Part B initiative within Strategic Benefit Services. Responsibilities included change control processing, issues and Core Team management, partner interaction, and client implementation planning.

COMVERSE TECHNOLOGIES, Wakefield, MA

2006 – 2007

#### **Client Manager**

Managed Verizon Wireless relationship as “voice of the customer” serving as local (NJ) field point of contact to resolve customer satisfaction issues for US operations of worldwide provider of enhanced communication services.

PMOLink, INC., New Orleans, LA

2004 - 2006

#### **Project Manager**

Project Manager in Northeast Practice serving multiple clients including **Pfizer's** US Pharmaceuticals Marketing and Sales Operations departments, and **MetLife's** Quality Management team.

- Completed initial requirements phase for Marketing Department's implementation of Sunshine Act.
- Managed planning phases of Sales Operations initiative to improve the quality, consistency, and timeliness of current and next generation delivery tools to support sales performance and customer targeting.
- Implemented communications planning for Quality Management team to support an application development organization during its evolution to SW-CMM Level 3 and consolidation of software development processes.

AT&T SOLUTIONS, Florham Park, NJ

1998 - 2003

#### **Business Operations Manager, Client Engagement Operations Manager, and Product Manager**

Improved customer support through implementation of critical business tools, systems, and processes for sales teams and executives supporting AT&T's largest business customers.

- Managed risk associated with new business acquisition for sales averaging >\$200 Million total contract value.
- Increased sales forecast accuracy, and reduced sales & proposal cycle time by 10%.
- Developed and implemented communications plan for product support and delivered training programs to support more than 200 sales and technical associates.
- Awarded Standing Ovation for contributions to web enablement.

### **ADDITIONAL EXPERIENCE**

**GEOTEK, INC.**, Montvale, NJ

Senior Product Manager

**ENVOY – NEIC**, Secaucus, NJ

Director, Product Marketing

**KLEER KAST, INC.**, Kearny, NJ

Director, Marketing and Design

**TIMEPLEX, INC.**, Woodcliff Lake, NJ

Product Manager

**WESTERN UNION**, Upper Saddle River, NJ

Executive Product Line Manager

**IBM CORPORATION**, West Orange, NJ

Marketing Representative

### **EDUCATION & PROFESSIONAL ASSOCIATIONS**

**Master of Business Administration, Marketing** - Fairleigh Dickinson University, Rutherford, NJ

**Bachelor of Science, Marketing and Management** - Montclair State University, Upper Montclair, NJ

**Project Management Professional (PMP)** – Member, PMI New Jersey Chapter

**American Marketing Association** – Member, AMA NJ - Executive Marketer