

Roger Pricer

SVP, Market Leader at iHealth Technologies

Summary

Sales, Business Development and Client Services executive with 20 years of experience: • Business and market development consulting executive with 20 years of experience • Proven executive opening new markets, accounts and expanding existing engagements

- Develop new solutions to drive business growth
 - Client delivery leader for complex systems and solutions. • Provide advisory services and thought leadership to client executives
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Experience

SVP, Market Leader and Client Services at Cotiviti

August 2013 - Present (2 years 5 months)

Formerly Connolly iHealth Technologies

Chief Revenue Officer at Burgess Group

2011 - 2013 (2 years)

Responsible for corporate and business development, integrated marketing, sales, and 3rd party channel development. Burgess specializes in the focused design and delivery of Medicare-based software, consulting and education solutions, to help manage reimbursement needs for payers, providers, state and federal health agencies with clarity and ease.

SVP Sales at Verisk Health

2010 - 2011 (1 year)

Managed sales, business channel and alliance relationships. Responsible for business growth with commercial payers, state Medicaid plans, and third party administrators. Responsible for both direct sales and Emdeon channel sales. Exited organization upon acquisition of Bloodhound Technologies by Verisk Health.

General Manager, National Accounts Business Unit at Republic Services Inc

2008 - 2010 (2 years)

Managed ~\$480M P&L and all aspects of BU including sales, marketing, account management, customer service, procurement, MIS, HR, accounting, finance, operations, environmental and sustainability market research and consulting. Exited organization after acquisition of Allied Waste Services by Republic Services and effective merger of national account business units.

SVP, Payer Sales at OptumInsight

2005 - 2008 (3 years)

Lead sales and support of software solutions, consulting, outsourcing and analytics at diversified managed care organizations. Focus on new, expansion and turn around of Blues and national payer relationships. Particular focus on launch and market introduction of new products into the payer space.

National Sales and Field Operations at Teradyne

1996 - 2005 (9 years)

Over the course of 9 years, performed roles of increasing responsibility from individual producer with \$5M/quota to 5 years as National Sales and Field Operations with approx. \$300M/quota. Managed direct sales, account management and client/customer teams including client services (e.g. field service operations and field applications engineering). Managed multiple international client relationships.

Various Engineering, Operations and Marketing Mngt Roles at Texas Instruments

1987 - 1996 (9 years)

Performed roles of increasing responsibility over duration of T.I. employment beginning as manufacturing engineer, operations manager, and Product Marketing Manager. In product marketing role, managed international distributors including break in efforts in Japanese market.

Volunteer Experience

Board Member at McDowell Mountain Community Church

January 2011 - January 2014 (3 years 1 month)

Certifications

Motorola Six Sigma Instructor

Motorola Solutions January 1992

Skills & Expertise

New Business Development

Business Strategy

Full P&L Responsibility

Executive Management

Entrepreneurial Organizations

Strategic Partnerships

Strategic Planning

Healthcare Information Technology

Sales Management

Integrated Marketing

Sales

B2B software

B2B Marketing Strategy

Account Management
Contract Management
Cross-functional Team Leadership
Healthcare
Strategy
Business Development
Product Development
Product Marketing
Product Management
Enterprise Software
Management
Team Building
Market Research
Marketing
Entrepreneurship
Outsourcing
Leadership
Analytics
CRM
Salesforce.com
P&L Management
Management Consulting
Human Resources
SaaS
Consulting
Solution Selling
Start-ups
Process Improvement
Program Management
Business Intelligence
Managed Care
Mergers & Acquisitions

Education

Texas Christian University

MBA, Neeley School of Business, Marketing Management, 1988 - 1991

University of Missouri-Columbia

Bachelor of Science, Industrial Engineering and Computer Science, 1982 - 1987

Activities and Societies: Phi Delta Theta (Philanthropy Chairman)

Honors and Awards

University of Missouri - "Scholar" academic scholarship

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10 people have recommended Roger

"Roger is a visionary leader that helped us build an excellent business unit at Allied Waste National Accounts. He brings a wonderful generalist background, a great mind, a propensity for strategic thinking, terrific sense of humor (well needed) and outstanding interpersonal skills. He helped all of us "elevate our game" a bit and was a key leader at a critical point in time."

— **Kathy T.**, reported to Roger at Republic Services Inc

"Roger is organized, efficient, extremely competent, and has an excellent rapport with anyone he interacts with. His communication skills, both written and verbal, are excellent. He is also a highly ethical individual with great family values. With out question I'm a better manager today because of his leadership and mentoring. I'm forever grateful for the time he took to guide my efforts and I have no doubt he will make a positive impact in any organization. In summary, I highly recommend Roger for any position or endeavor that he may seek to pursue."

— **Jose V.**, worked indirectly for Roger at Republic Services Inc

"I had the pleasure of working with Roger Pricer at Allied Waste. Roger is an extremely intelligent leader. He led the National Accounts organization with great vision and leadership. His astute ability to convey the vision of the organization was extremely beneficial. Roger also has the gift of being able to share his experiences and how they relate to the business at hand with every level of the organization."

— **Ken C.**, worked indirectly for Roger at Republic Services Inc

"Roger is a strategic thinker who can identify and plan to overcome obstacles, whether they be internal operations or applying them to his customers business. Additionally, Roger is a skilled negotiator. His ability to move a negotiation forward, in the face of multiple red flags, truly identifies him as a professional business person."

— **Richard M.**, worked with Roger at OptumInsight

"Roger was a great asset to the Ingenix organization. Not only was he a highly analytical and detail oriented leader, he was a strategic and pragmatic thinker. He was always able to identify the critical aspects of an issue(s) and bring resolution to it in a timely manner. Roger was always good at executing on high quality

planning and execution on high profile and mission critical efforts - which in turn helped build a very solid sales organization. He can span multiple disciplines across different functional areas."

— **Steven B. B.**, worked directly with Roger at OptumInsight

"Roger is results-oriented, customer focused and a team player. His team developed and executed business strategies to win business and market share for Teradyne. I always enjoyed working with Roger's team which always very detailed oriented and dedicated to creating a "win-win" for the customer and Teradyne."

— **John M.**, worked with Roger at Teradyne

"Roger's effective leadership, mentoring and management style helped accelerate my success in my sales management career. He provided timely feedback to sharpen my skills (4+ years on his team) and his focus on the strategic implications of my actions kept me aligned with our company's mission. Lastly, we gained significant market share by aligning the organization to focus on targeted accounts."

— **Manny Lugos**, reported to Roger at Teradyne

"Roger was responsible for the Intel account when I worked with him and he was always fair and objective as we worked through very sensitive and potentially contentious issues. He stayed focused on the key issues and was able to marshall the right resources to solve critical problems. I would highly recommend Roger for any senior level, client facing role."

— **Tony C.**, was with another company when working with Roger at Teradyne

"I worked for Roger for almost 4 years and he was an excellent manager, leader and motivator of people. He was a strong employee advocate yet able to balance the needs of the business to provide a true win/win work environment for his entire organization."

— **Mark B.**, reported to Roger at Teradyne

"Roger is an outstanding leader and an outstanding person. His strengths are his intellect and his ability as a strategic thinker. He is an articulate communicator that demands attention. He leads by example and by serving the poeple that work for him to help make them better."

— **Pat U.**, worked directly with Roger at Texas Instruments

[Contact Roger on LinkedIn](#)