

Paul Roemer

Melbourne, FL

CAREER PROFILE

CONSULTING EXECUTIVE & OMNI-CHANNEL CUSTOMER EXPERIENCE EXPERT with subject matter expertise in strategy, Voice of the Customer, transformation, digital, design-thinking, and call centers/CRM. International expertise in program and project management. Emphasis on applying human factors and inter-departmental coordination with cross-functional partners. Proven record of analytical review and cost-effective decisions from a complex information matrix. Deep management expertise includes:

AREAS OF EXCELLENCE

- | | | |
|---------------------------|--------------------|--------------------------|
| ✓ Consulting | ✓ Healthcare | ✓ Rain-Maker |
| ✓ CX / UX Design-Thinking | ✓ Strategy | ✓ Program Management |
| ✓ Process Improvement | ✓ Call Centers/CRM | ✓ Digital Transformation |
| ✓ Change Management | ✓ Agile | ✓ Customer Experience |

GALLUP CLIFTON STRENGTHS PROFILE (Neutral 3rd party assessment)

Ideation | Strategic | Activator | Self Assurance | Belief

PROFESSIONAL ACCOMPLISHMENTS

Customer Experience | CRM-Call Centers | Digital Access & Engagement

Thirty years of Customer Experience & Digital / Consumerism consulting in 20 countries for multinational and Fortune 100 companies in healthcare, telecommunications, retail, financial services, and technology.

- Led the team that designed and implemented the consumerism and digital CX strategy for **Providence Health Services**
- Developed the consumerism and digital CX strategy for **Christiana Care**
- Led the teams that innovated patient experience for **CHLA** and **Children's Medical Center**
- Led the team that designed the consumerism and digital CX strategy for a multi-state health plan
- The combined customer base of my customer experience clients exceeds 250 million.
- Sold and delivered over \$400 million dollars of professional services.

Human Factors | Design - Thinking

Over 10 years of senior leadership on multi-million-dollar customer experience UX/UI consulting projects. Sold, conceptualized, designed, and implemented:

- Digital employee portal for the **World Bank** that improved employee satisfaction by 50% within 12 months.
- Digital customer portal for McKesson, a **Fortune 13** firm that reduced the number of call centers by **80%** and increased customer satisfaction by **300%** in 18 months.
- Digital customer portal for Merrill Lynch used by **30 million** customers.

Strategy | Innovation

30 years of experience delivering disruptive change and transformation through developing and implementing innovative customer experience strategies

- A senior executive responsible for delivering innovative strategies to a new phone company in Brazil
- Developed the assessment and strategic plan for National Geographic to transition from a subscription-based magazine to launching two cable television channels.
- Developed the opportunity analysis and strategic plan for US West's entry into multiple EU countries.

PROFESSIONAL HISTORY

Space Coast Credit Union (Vice President Omnichannel Experience)	2024
Responsible for creating the strategy, design, and implementation of a seamless omnichannel experience for members and nonmembers for mobile banking, online banking, the call center, branch banking, and other touchpoints for a nine-billion-dollar credit union.	
IBM Global Services (Associate Partner)	2015-2016
Healthcare consumerism practice leader. Representative clients: Providence Health Services, MedStar, Intermountain, Banner Health	
Pale Rhino Consulting (CEO)	1996-now
Healthcare customer experience and digital CX consulting firm focused on strategy, CRM/call centers, and digital and human-centered design. Representative Clients (Healthcare): Christiana Care, McKesson, Children's Hospital Los Angeles, Children's Medical Center Dallas, CHOP, Penn Medicine, Thomas Jefferson, Hospital Special Surgery	
IBM Global Services (National Consulting Director)	1996
Leader of IBM's telecommunications customer experience consulting practice.	
KPMG (National Consulting Director)	1991-1996
Leader of IBM's telecommunications customer experience.	
Coopers & Lybrand (Consulting Senior Manager)	1990-1991
Deloitte (Consulting manager)	1985-1990
Arthur Andersen (Senior Consultant)	1982-1985

EDUCATION / ORGANIZATIONS / INTERESTS

MBA Vanderbilt University – DuPont Scholar
Board Member for several non-profits
Adjunct Instructor of Innovation Temple University Business School
Guest lecturer on Innovation at OHSU Healthcare MBA School
Guest lecturer on Innovation at OSU School of Business
National speaker on Customer Experience
CX blog with 125,000 readers