

Aaron Kessinger

Sales & Marketing, Team Leader, Engagement, Solution Architect

Aiming to improve the health and wellbeing of communities by simplifying the complex health care system. Striving to bring quality and accuracy to the members we serve in an easy access method through mobile digital platforms, virtual care and expert second opinions for complex medical conditions. Track record of capitalizing on innovation and technology solutions.

✉ aaronkessinger@mac.com

📱 415-412-4660

📍 Tampa, FL

🌐 aaronkessinger.com (full experience profile)

RECENT WORK EXPERIENCE

President CareValet

08/2018 - Present

Tampa, FL

CareValet empowers consumers to disrupt the old model of trying to obtain care. They can make the best decisions for their health.

Achievements/Tasks

- Complete reorganization of the IT team function delivering 3 times output with half the annual investment with zero error rate and 99.9% uptime.
- Implementation of top national claims payment platforms.
- Achievement of 66% consumer engagement.
- 100% client retention

Director, Enterprise Sales Grand Rounds

01/2018 - 08/2018

San Francisco, CA

Expert health care navigation organization that originated as an expert second opinion solution but has expanded into full consumer health guidance.

Achievements/Tasks

- Achieved 1st year sales goal in 8 months.
- Reconfigured finalist meetings to ad agency style delivery.
- Promoted to Director role 4 months into start date.

National Practice Leader & National Accounts Business Executive

Humana

01/1999 - 12/2017

Louisville, KY

National health care company offering broad spectrum of employer, individual and Medicare Advantage solutions.

Achievements/Tasks

- 1 of 5 strategic Executiveteam members of the HumanaVitality startup with Discovery Health in South Africa.
- Responsible for managing a \$5 Million Sales and Marketing budget and presenting at national conferences.
- Led 27 member team included: Account Exes, Sales Execs, and Engagement Specialists that carried a \$10 Million annual sales quota. Responsible for professional development, mentorships, defining, and refining channel enterprise growth strategies.
- Achieved 197% of quota over three year period by closing \$59 Million in sales of a target \$30 Million three-year quotas, resulting in a 98% client retention rate.
- Developed the HumanaVitality Champ Camp in partnership with the Disney Institute that has resulted in 10 successful camps that continue to be a huge ongoing success within the organization.

EDUCATION

Biology, Secondary Education University of Louisville

SKILLS

Data Analysis

Innovation Advocate

Detail Oriented

Start-up

Critical Thinking

Teamwork

Pitch Delivery & Finalist Presentations

Cold Calling

Staff Development

Competitive Analysis

Future-Focused

Engagement

VOLUNTEER EXPERIENCE

Board Member Red Cross

01/2008 - 12/2010

Louisville, KY

Tasks/Achievements

- Met fundraising goals both years on the board

HERO

St Jude Children Charities

02/2010 - Present

Tampa, FL

Tasks/Achievements

- 6 Half Marathons completed as HERO
- Have raised since Feb 2010 a total \$46,000 in donations

HONOR AWARDS

Presidents Council & Presidents Club (01/2008 - 12/2010)

Humana

- President's Club Sales Achievement 2 years 2008 & 2010
- Natonional Accounts Sales Execucitive of the year 2009

SUPPORTED CAUSES

☆ St. Jude Children's Research Hospital

☆ ASPCA

☆ Drum Corp International

☆ Smile Train

INTERESTS

☆ Behavioral Economics & Choice Architecture

☆ Snow Skiing

☆ Biology & Fitness

☆ Mobile Technology

☆ Drum Corp

☆ Dogs