

Michael A. Baca, BS, MBA, PMP

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Networking Profile

Senior information technology leader, project manager and professional consultant with broad and deep experience ranging from hands-on software development to systems implementations to client service delivery; Successful entrepreneur, knows business, understands people, communicates well; Excels at “bridging the gap” between business and technology; Proven expertise in the following areas:

- Client Service Delivery
- Technical Account Management
- Functional Analysis and Design
- Data Modeling
- GUI and Web Development
- Program and Project Management
- Systems Implementation and Integration
- SFA/CRM - All Phases
- SQL Analysis and Reporting
- Classroom and distance learning

Professional Accomplishments

- Built Client Services team, infrastructure and best practices from scratch and oversaw growth of SFA client base from 3 customers to over 30, and growth of team from 1 to over 35 staff members at its peak
- Maintained 100% customer loyalty for over 30 customers representing \$17MM in annual revenue
- Developed predictive risk analysis model for evaluating customer satisfaction and anticipating operational issues so they can be remedied before crisis point occurs
- As a prototype Technical Account Manager for an emerging product, successfully handled virtually all aspects of a pharmaceutical SFA implementation single-handedly, including: project management, analysis, configuration, loading and verifying data, loading and testing devices, creating documentation, classroom training and post-deployment account management and support
- College instructor with experience teaching IT and Business courses in business operations, information technology, fundamentals of programming and business application development.
- Former Founder/Principal Consultant of Logical View, Inc., a successful software development and consulting practice.

Targeted Positions

- Director, Client Services
- Senior Consultant
- Senior Project Manager
- Program Manager
- Implementation Manager
- Customer Engagement Manager

Targeted Contacts

- Chief Customer Officer
- VP/Senior Director, Client Services
- VP /Senior Director, Consulting
- VP /Senior Director, Project Management
- VP /Senior Director, Operations

Targeted Industries

- Computer Software and Services
- IT/Management Consulting
- Data Service Providers
- Pharmaceuticals/Life Sciences

Targeted Company Attributes

- Entrepreneurial bias
- Flatter hierarchy
- Start-up or Growth phase
- Rewards performance

Targeted Locations

- Lehigh Valley, PA
- Greater Philadelphia
- Central NJ

Example Companies

Computer Software and Services – CRM/SFA

Cegedim Dendrite
Synergistix
CRM Manager
Salesforce.com
Veeva

Pharmaceutical Manufacturers

Auxilium
Cephalon
Merck
Shire
Wyeth

Computer Software and Services – Other

Adaptik
Andesa
QlikTech
Trifacta
ProModel

Pharmaceuticals Services

inVentiv Health
Innovex
Glemser Technologies
TeleRx
Amerisource Bergen

IT Consulting

Alliance Consulting
Computer Aid
CSC
LiquidHub
Paragon Consulting

Healthcare IT

McKesson
Portico Systems
NextGen Healthcare
GSI Health

Data Service Providers

IMS Health
Advantage MS
Health Market Science
TargetRx
D&B

Other

I would consider other companies that are not in the IT sector, but do value internal IT as an enabler of their business strategy.