

ROBERT C. ALBER

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Sales and Account Management Executive with proven track record in business development, sales, account growth and C-suite relationship management. Experience with Medicare and Individual products in the Health Insurance sector. Excel at negotiating large/complex contracts resulting in growth of company footprint and increased revenue and profits.

- C-Suite Sales
 - Health Insurance
 - Medicare
 - Business Development
 - Start-ups
 - Revenue Management
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PROFESSIONAL EXPERIENCE

CAREZONE FINANCIAL SERVICES, DIRECTOR

2015-PRESENT

CareZone is the market leading provider of mobile apps for family caregiving and complex medication management. CareZone simplifies the lives of those caring for children, spouses, and aging parents, and provides pharmacy and insurance services for members.

- Started and developed the insurance business within CareZone to sell Medicare insurance plans to members, including internal business planning and strategy development.
- Instituted and developed new carrier relationships to provide industry leading products with United Healthcare, Humana, Aetna, Anthem and Wellcare, including leading the sales, due diligence, contracting negotiations and implementation phases.
- Grew insurance sales to 4500 policies in 2018 and commission revenue from \$0 in 2015 to \$2M in 2018.
- Launched Medicare sales call center, including recruiting site director, developing policies and procedures and development of compliance program.
- Closed carrier deals for marketing co-share funding equal to 10% of annual marketing budget.
- Negotiated call center deal with Fallon Health to provide outsource call center services valued at \$250k annually.

EHEALTH INC., DIRECTOR, CARRIER RELATIONS**2007-2015**

eHealth is the leading Health Insurance Marketplace in the US providing health insurance options for individuals, small groups and Medicare. Utilizing industry leading eCommerce technology, eHealth provides a variety of SaaS solutions to Exchanges and carrier partners.

- Increased carrier penetration in previously difficult Northeast market to add 12 carriers worth \$9.8M in annual revenue including first Massachusetts carriers.
- Developed key strategic partnerships in the burgeoning government Health Insurance Exchange market with Massachusetts Connector, Washington state and state of Mississippi.
- Sold and grew carrier SaaS technology deals worth \$2.1M annually, including largest company deal to date at \$1.2M per year.
- Implemented strategic initiatives with carrier partners to improve operational efficiencies resulting in a 24% improvement in application yields.
- Grew online sponsorship advertising revenue from \$120k to \$2.3M annually.
- Partnered with key carrier partner on quote to bill project to automate entire sales process utilizing eHealth technology. Changes resulted in carrier operational improvements worth \$27M annually and sales yield improvements of 23%.

MCKESSON, INC., DIRECTOR, STRATEGIC ACCOUNTS**1995-2007**

McKesson Health Solutions provides medical management programs and software to leading health insurance companies and government entities

- Sold and grew strategic partnership with BCBSA FEP program from \$900K to \$10 million.
- Managed account management team to provide service excellence to \$32 M customer book.
- Managed strategic government customers including Tri-care, FEP, States of IL, MS and TX.

LIFELINE SYSTEMS, INC, SR MANAGER, MARKET RESEARCH**1991-1995**

Provides market insights for senior management, sales and marketing management to drive key business decisions on products and services.

- Managed post acquisition business valued at \$2.5 million and strategically relocated business from San Diego to Cambridge headquarters to save 48% on operational costs.
- Provided key data analysis for acquisition resulting in purchase of highly profitable division
- Provided sales data support enabling reps to focus activities and increase sales by 12%

EDUCATION

Masters Business Administration – Boston College Carroll School of Management

Bachelors of Science, Marketing – Bentley University