**Terrence E. Burke**

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**Professional Profile**

***Accomplished executive*** with over 30 years of experience. Proven ability to develop and implement strategies that drive margin and membership for business growth and sustainability. Recognized expert in business turnarounds, having led four separate businesses out of negative margin and decline to achieve positive and sustainable profitability. General Manager experience in publicly-traded, not-for-profit and privately-held companies. Relentlessly in pursuit of better-faster-leaner.

***Team builder*** with a track record of success leading and motivating multi-discipline teams as large as 650 employees and as small as 15 independent contractors to deliver on-time and on-budget results. Intuitive ability to see the unique strengths and talents in others, enabling them to act as a coherent whole and achieve high impact results.

***Strategic problem solver*** using innovative methods, high grit and disciplined persistence to kick start stalled initiatives and breakthrough bureaucracy. Corporate change leader and motivator that achieves results through inspiring a shared vision, modeling the way, enabling others to act, encouraging the heart and challenging the current process.

***Innovation practitioner*** with high standards and high failure tolerance. Proven ability to add sustainable value by applying novel solutions to meaningful problems. Comfortable achieving results in VUCA – volatility, uncertainty, complexity, ambiguity.

***Signature Strengths*** assessed as Strategic, Achiever, Relator, Activator, Ideation, and Futuristic. ***Leadership Persona Profile*** assessed as Inspirational, Chevrons-Off, Risk Taker, Trailblazer, Culture Builder, Servant Leader.

**Summary of Professional Experiences**

**Healthcare Strategic Advisor**  *Since September 2019*

Providing strategic consultation and advisory services to health plans, healthcare startups and collaterals, as well as venture capital firms investing in healthcare. Clients include:

* *Wider Circle* – a startup building neighborhood engagement networks for seniors
* *Simplify Healthcare* – modular software solutions for benefit plan management
* *WorkIt Health* – reimagining recovery and improving access to addiction care
* *Positive Development* – an innovative model and infrastructure for autism therapy

**Summary of Professional Experiences, continued**

**Vice President and Segment Leader, Individual Markets** (*retired*) *2010 to 2019*

*Blue Cross Blue Cross Blue Shield of Michigan, Detroit, Michigan*

Full profit and loss responsibility for the company’s individual business unit.

* Successfully led business transformation initiative to prepare for epic industry change due to implementation of the Affordable Care Act
* Turned business around from perennial losses to first ever positive margin
* Continued to sustain year-over-year positive margin under market volatility and significant regulatory headwinds and uncertainty
* Consistently held better than a 55 percent market share and sustained revenue base of $1.4 billion
* Led epic change within the business over the last five years of leadership tenure
  + New organizational structure and leadership team
  + Focus on accountability, managing goal achievement and agile team methodology to improve both business results and organizational health
  + Built internal advanced analytics, informatics, performance sustainability and reporting teams to drive insights and structured decision-making process using Scaled Agile Framework
  + Reduced workforce 28 percent, primarily attributed to installation of Salesforce cloud computing platform to drive increased automation and faster go-to-market speed
  + Modernized bill pay platform yielded a 38 percent increase in customer satisfaction and 11 percent increase in on-time payments
* Transformed retail business segment into enterprise strategic asset as first-adopter and beta site for enterprise executives and other business segment owners to bring this proven retail roadmap to their businesses

**Senior Director, Business Performance and Strategic Initiatives**

**Individual and Small Group Business** *2006 to 2010*

*Anthem, Inc., Chicago, Illinois*

Sales and revenue responsibility for UniCare Life & Health, a wholly-owned subsidiary of Anthem. Responsible for multi-state sales and distribution strategy for individual, small group, senior and specialty products. Member of a five-person Executive Council that turned this $3 billion business around from a $54 million loss to a $19 million margin gain in 19 months.

Developed, co-authored and facilitated multiple internal training workshops and summits including, *Sales Tough, Managing Goal Achievement, Integrity Selling, Active Listening and the Art of Asking Great Questions, Unleashing the Leader Within, Stop Meeting-Start Bringing It, Tone-Tenor-Pace-Cadence: Your Fantastic Four for Resonating Presentations.*

**Summary of Professional Experiences, continued**

**Director, Long Term Care Division, Indiana Region** *2004 to 2006*

*Genworth Financial (formerly GE Capital Assurance**), Indianapolis, Indiana*

**Regional Sales Leader, Long Term Care Division** *2001 to 2004*

*GE Capital Assurance, Indianapolis, Indiana*

Sales and revenue responsibility for the market leader in long term care insurance. Took over failing operation and scratch-built a team of professionals that drove over 20,000 new customers and $30 million in earned premiums in the first 24 months of leadership. Advanced the Indiana market revenue ranking from 79 to 14 out of 82 markets nationally. Earned prestigious Diamond Leading Producer Certification four straight years.

Certified Genworth trainer and facilitator delivering multiple programs to over 200 associates. Programs included, *Be A Change Agent, Leading When You Are Not In Charge, First Among Equals, Success Is A Choice, Integrity Selling, Tone-Tenor-Pace-Cadence Your Way to Success*.

**Chief Operating Officer and**

**Senior Vice President, Healthcare & Insurance Practice** *2000 to 2001*

*Fine Light Strategic Marketing Consultancy, Bloomington, Indiana*

Leadership responsibility for healthcare and insurance consulting practice with billings in excess of $75 million and 120 employees. Served Fortune 500 as well as privately held clients throughout the country. Managed Bloomington headquarters and satellite offices established to serve signature clients; Louisville (Humana Medicare Advantage), Chicago (HCSC Blue Cross Illinois) and New York (Metropolitan Jewish Health System, ElderPlan Medicare-Medicaid Dual Eligible HMO).

**Vice President and General Manager, Senior Markets** *1993 to 2000*

*Anthem Virginia (formerly Trigon Blue Cross), Roanoke, Virginia*

Full P &L responsibility of $300 million division of this Fortune 500 company. Navigated division through change as the organization transformed from a not-for-profit mutual to a for-profit publicly traded stock company. Consistently delivered year over year double digit margin percentage.

**Vice President and Practice Leader, Health Care Division**

**and Senior Vice President, Sports Marketing and Promotion** *1989 to 1993*

*Shelby & Shane Marketing Communications, Cincinnati, Ohio*

Started successful health care marketing practice from scratch for Cincinnati’s fourth largest communications and advertising firm. Developed five-year business plan and held leadership responsibility for a subsidiary sports marketing firm. Over two-year time frame signed eight professional athletes to professional service contracts, representing them with major regional and national retail endorsements. Doubled revenues in three years.

**Education**

Masters of Business Administration, major in marketing and entrepreneurship

Bachelors of Business Administration, double major in actuarial science and finance

Both degrees from the Carl H. Lindner College of Business, University of Cincinnati

**Leadership Education and Accomplishments**

Graduate, Chartered Leadership Fellow, The American College of Financial Services

Leadership Development Program, Center for Creative Leadership

General Electric Financial Leadership Excellence Program (12-month commitment)

General Electric Financial Sustaining Your Leadership Best (in association with San Francisco State University, customized Executive Education Program)

Personalized Leadership Development Program through The Leadership Trust

Blue Cross Executive Facilitator in Mentoring Circles Program (over 240 graduates)

* *Leading Through Change*
* *Communicating Up to Senior Leadership*
* *Preparing for Next Level Leadership*
* *Trust Through Transformation*

Graduate, GAMA International Essentials of Leadership Program

Executive of the Year 2016-2017, National Management Association

**Designation and Certifications**

Certified Healthcare Financial Professional (CHFP)

Certified Customer Experience Professional (CCXP)

Certified Healthcare Storyteller, Society of Healthcare Strategy & Market Development

Registered Health Underwriter (RHU)

Certified in Co-Creating Change and Design Thinking, Northwestern Executive Learning

Certified Senior Advisor (CSA)

Long Term Care Professional (LTCP)

Certified in Long Term Care (CLTC)

Certified Trainer, Managing Goal Achievement and Integrity Selling

Licensed Life and Health Agent in Michigan (National Producer Number 2994569)

Six Sigma Green Belt Certified (SSGBC through General Electric)

**Community Service**

Current Board Member and Trustee, Detroit Public Television

* Finance and Audit Committee
* Nominating and Governance Committee

Former Board Member, Michigan Chapter, Juvenile Diabetes Research Foundation (JDRF)

Former Board Member, Roanoke, Virginia Chapter of JDRF

Former Board member, Southwest Virginia Regional Health Planning Agency; appointed by Virginia Department of Health Commissioner, responsible for review and approval of Medical Facility Certificate of Public Need applications