

# Keith M. Warrick - Marketing Plan

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## VALUE PROPOSITION

As an IT spark plug – I am catalyst for change for organizations software application development process. I achieve this by being a compelling communicator – logical, detailed, precise and insightful through caring about the work and the process. This is achieved by my penchant for building strong team relationships by being fun to work with, quick-witted, positive and easygoing. My soft skills contribute to making an organization hum and click through inspiring, relating to, engaging, coaching and motivating others. Finally, my high task focus means that I am self-motivated, organized, pro-active, driven and enterprising in ensuring that the software solutions work and that all the things that I commit to, I deliver because of my commitment to smart solutions and positive action. The end result of all of my efforts has translated into increased operational efficiency and/or increased revenues for the organization.

## AREAS OF EXPERTISE

- ◆ Business Analysis
- ◆ Process Improvement and Management
- ◆ Project Management
- ◆ IT Product Management
- ◆ Facilitation
- ◆ Software Development Life Cycle (SDLC)
- ◆ Data and Process Modeling
- ◆ Software Quality Assurance
- ◆ Technical Writing
- ◆ Customer Focus
- ◆ Leadership/Team Building
- ◆ Relationship Management

## TARGETED POSITION

- ◆ Senior Business Analyst
- ◆ Business Analyst
- ◆ Product Manager

## TARGET MARKET

Geographic Location: metro Atlanta – north and central business district/willing to do some travel  
Industries: Financial Services, Health Care, Insurance, Non-Profit  
Company Structure: Public or Private – medium to large preferred but will consider a small company that is in a high growth phase.

<i>Public</i>	<i>Public</i>	<i>Private/Non-Profit</i>
McKesson	FiServ	Emory
Quintiles	Digital Insight	Kaiser Permanente
Crawford and Company	Aflac (Metro area office)	Jackson Healthcare Solutions
A.D.A.M., Inc	Cardinal Health	Patient Care Technologies
Allscripts	OSI Systems	iHealth Technologies
Alere		HealthPort
MedAssets		Beecher Carlson
NextGen Health Care Information Sys		CareMedic Systems
Cerner		APS Healthcare
WellPoint		
Precyse Solutions		
Coventry Healthcare		
MetLife		