
Timothy Baker

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Professional Summary

Senior Project Manager, consultant, and entrepreneur with 20+ years of experience leading cross-functional teams, revitalizing underperforming operations, and delivering measurable results across government, startups, healthcare, financial services, technology, consulting, hospitality, and leisure. Adept at guiding organizations through transformation, risk management, and growth initiatives. Proven record of securing multimillion-dollar venture capital, earning international patents, and building scalable business models. Recognized for exceeding expectations without PMI certification by leveraging practical methodologies, strategic foresight, and people-centered leadership.

Core Competencies

- Project & Program Leadership
- Strategic Planning & Execution
- Risk & Change Management
- Cross-Functional Team Leadership
- Business Development & Client Relations
- Process Optimization & Cost Reduction
- Recruiting, Training & Talent Development
- Data-Driven Decision Making
- Digital Marketing & Brand Growth

Professional Experience

Senior Project Manager

Think Consulting | 2022 – 2026

Led government projects for the **Center for Medicare & Medicaid Services** and **Marketplace**, while supporting initiatives in **Commercial Services**. Drove cross-functional teams through complex challenges to deliver measurable value and long-term success.

- Translated stakeholder requirements into actionable plans with clear milestones, ensuring government contract adherence, earning the highest evaluation rating and award fee in the company's history.
- Orchestrated end-to-end project management processes, from initial stages through deployment, significantly enhancing operational efficiency and contributing to strategic goals within multiple government and private industry client projects.
- Collaborated with executive client stakeholders of an international augmented reality educational company to oversee the strategic development of their investment portfolio to secure venture capital funding.
- Initiated the establishment of a Technology Project Management Office within six months for national nonprofit organization, enhancing project oversight and collaboration, and accelerating the onboarding of key personnel.
- Identified risks in advance of a scheduled national conference, averting over \$1M in losses, maintaining the company's industry integrity.

Senior Consulting Project Manager (Contracted Work)

Custom Select Services, LLC | 2003 – 2022

Founded and led a consulting agency serving medical, energy, manufacturing, real estate, financial services, and insurance industries.

Key Engagements:

- **Carefree Boat Club** – Revitalized failing operations; negotiated with property owners to prevent closure; expanded into two new markets; achieved **150% growth**.
- **Wingate by Wyndham** – Guided hotel through COVID-19; reduced payroll costs from **50% to 27%** while maintaining profitability; ensured profitable sale in a depressed economy.
- **Contractor Client** – Increased revenues by **50% in year one** through KPI tracking and accountability.
- **REI Client** – Enhanced PPC campaigns and A/B testing, boosting conversion rates by **24%** and reducing CPC by **12%**.

- **Medical Practice** – Implemented SMS/email automation, reducing call time and increasing revenue by **10%**.

Additional clients included NOVO Healthcare Solutions, Regeneris Medical, APEX Construction Solutions, Assurant, CVA Homes, NaturaLED, Witte Home Solutions, and multiple insurance carriers.

Founder & Entrepreneur

America's Ticket, Inc. | 2017 – 2019

- Built SaaS communications platform connecting political candidates with constituents.
- Directed operations, UI/UX design, and investor relations.

GoGo Band, Inc. | 2015 – 2017

- Launched IoT biometric wearable medical device company, securing **\$810K venture capital**.
- Awarded multiple U.S. and international patents; product achieved **90%+ efficacy** in pediatric treatment.
- Partnered with VCU DaVinci Center and Entrepreneurial Studies program as guest instructor.

Medical Sales Consultant

Bosley Medical Group | 2011 – 2014

- Directed clinical consultations, ensuring patient comfort and compliance.
- Increased surgical revenue by **18%** and retail sales by **25%**.

Marketing Field Implementation Director

Ameriprise Financial | 2007 – 2009

- Supported rebranding across VA & NC, mentoring 283 advisors and driving **16% increase in AUM**.

- Developed and trained peers on new field support role adopted nationally.
- Maintained customer retention rate above **80%**, outpacing peer teams.

Regional Sales Director & Corporate Trainer

Torchmark Corporation | 1998 – 2003

- Opened new territories in NY, achieving **140% of first-year sales metrics**.
- Recruited, trained, and coached teams of 50+, maintaining <15% attrition.
- De-escalated 95% of customer issues without management involvement.

Military Service

United States Navy – Surgical Hospital Corpsman | Honorable Discharge

- Specialized in surgical dermatology and clinical nursing.

Education & Credentials

- Naval School of Health Sciences – Clinical & Field Nursing / Surgical Dermatology Technician (Associate Equivalent)
- CMMI Associate Certified
- Licensed in Health, Life, Property & Casualty Insurance – Commonwealth of Virginia

Notable Achievements

- Founded and scaled two startups, securing **\$5M+ in venture capital**.
- Awarded multiple U.S. and international patents for IoT biometric medical technology.
- Consistently recognized for revitalizing underperforming operations and exceeding growth targets.
