

SARAH F. WIMBERLEY

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A detail-oriented healthcare leader with nearly 20 years of cloud-based technology experience integrating and enhancing consumer and internal-facing solutions specializing in sales, marketing, customer service, and reporting.

EDUCATION

- Urban Leadership Forum, Philadelphia, PA - 2023 Cohort Graduate
- Rosemont College, Bryn Mawr, PA - M.S. Strategic Leadership, Healthcare Administration Certificate, 2022
- Academy of Art University, San Francisco, CA - M.F.A. Documentary Photography, 2009
- University of North Carolina, Greensboro, NC - B.F.A Design, 2005

EXPERIENCE

Senior Translational Informatics Analyst (Solutions Architect), Center for Digital Health, The Mayo Clinic — 2024-Present

Major achievements:

- Documented current and future state technical architecture maps, providing solutions insights, prioritization matrix, and Gantt chart
- Collaborated with peer architects on project deliverables, including architectural diagrams and associated infrastructure details
- Documented a data product and pipeline delivery playbook to align resources across CDH and IT to streamline resource management and increase use of enterprise datasets

Job responsibilities:

- Established foundation for implementation for five first-party marketing data strategy work streams and permissions/consent management data governance
- Artfully navigated the organization's third-party risk management and technology assurance processes for multiple projects and new vendors
- Consulted on more than a dozen efforts including, but not limited to, Databricks, Dataplex, EPIC's cloud migration and data gaps between HL7, INI, and FHIR, Fabric, patient and provider experiences, marketing segmentation and personalization, and executive reporting via a React.js web app

Medicare Marketing Solutions Manager, Government Markets Sales Enablement, Independence Blue Cross, Philadelphia, PA — 2021-2024

Major achievements:

- Led cross-functional business and technical teams in multi-faceted system transition to Microsoft Dynamics and SunFire platforms, including existing and new data integrations and processes with a 40% increase in usage and 85% increase in data accuracy
- Fostered a collaborative and transparent environment to support transparency and optimization
- Established processes in collaboration with IT and innovation teams to expedite AI-based use case approvals
- Received 2022 Blue Carpet Award for Empowerment

Job responsibilities:

- Oversee and lead the direction of technology, reporting, and analytical strategies for the Government Markets Sales and Marketing division
- Design, build, and implement Government Markets solutions to decrease administrative costs while improving end-user value and increasing sales

- Manage, track, and maintain technical platforms, software applications, and business processes to ensure department information control, data integrity, and reporting compliance
- Lead business requirement gathering, architecture, programming, testing, documentation, and training efforts
- Translating compliance guidance (e.g. MMG, HIPPA) into meaningful business and technical requirements
- Manage, cross-train, and develop a team of business analysts and project leads to ensure pipeline of talent in the organization

Acting Director, Government Markets Sales Enablement, Independence Blue Cross, Philadelphia, PA — 2023-2024

- Enhanced leadership and strategic support for two additional managers and broader team of 22
- Provided strategic and operational direction regarding technology, vendor and agent on-boarding, commissions, training and quality assurance
- Supported managers in resolving issues with and without escalation

Application Development Project Manager, Independence Blue Cross, Philadelphia, PA — 2020-2021

Major achievements:

- Established and maintained solvency on multi-million dollar customer service tech stack initiative with hundreds of features and over eighty project team members

Job responsibilities:

- Technical project manager supporting Front Office & Government Markets initiatives of \$5+ million
- Managing day-to-day schedule, cost, and scope with delivery managers and technical leads
- Managing collaboration and delegation across cross-functional teams for a transparent work queue
- Maintaining high-quality documentation including scope definition, business requirements, project schedules, risks, and issues escalating as necessary

PMO Portfolio Development Analyst, Independence Blue Cross, Philadelphia, PA — 2018-2020

Major achievements:

- Established Sharepoint tracker for all Front and Middle Office IPAs and enhancements to replace a spreadsheet

Job responsibilities:

- Project management of all Front Office IPAs, ideation through Vision Phase
- Coordinating assignments between upper-level management, stakeholders, development, and vendors advocating for the customer
- Managing collaboration and delegation across cross-functional teams for a transparent work queue internally through a custom-built Sharepoint tool and external via vendor systems
- Maintaining high-quality documentation including scope definition, business requirements, project schedules, risks, and issues escalating as necessary

Senior Business Systems Analyst, Independence Blue Cross, Philadelphia, PA — 2015-2018

Major achievements:

- Established and enhanced web services from highly visible consumer website through Sharepoint to Infor CRM for lead generation and fulfillment management reducing turnaround on customer digital requests from five days to one hour

- Provided leadership for an agile project on developing new cloud-based, platform agnostic, Medicare enrollment tool to support internal and external sales staff during the software development life cycle (SDLC) from scope to UX to hands-on testing and product deployment
- Selected for an exclusive Lean Six Sigma cross-functional process improvement team dedicated to improving the use of paperless enrollment. Results increased paperless utilization from 22% to 89% in less than one year with 100% stakeholder engagement

Job responsibilities:

- Project management of multiple projects concurrently in a fast-paced environment supporting integration and enhancements of cloud-based systems
- Managing day-to-day online and offline marketing CRM campaigns for enhanced analytics
- Coordinating assignments between upper-level management, stakeholders, development, and vendors advocating for the customer
- Managing collaboration and delegation across cross-functional teams for a transparent work queue internally through a custom-built Sharepoint tool and external via vendor systems
- Maintaining high-quality documentation including scope definition, business requirements, project schedules, risks, issues, policy and procedures, technical specifications for troubleshooting, and training presentations for webinars and system demonstrations

VOLUNTEER EXPERIENCE

Tech For Campaigns - 2024-present

- Project lead of team of six to support five Alaskan candidates collaborating with marketing agency (2024 cycle)
- Project lead of team of three to support Virginian candidate collaborating with campaign and finance teams (2025 cycle)

Village on the Ridge Vice-President, Marketing/Development/Technology Committee Chair — 2023-present

- Founding board member of northwest Philadelphia senior village
- Consulted on membership, program, and strategic development efforts
- Established a weekly newsletter, Club Express-powered website, and organizational use of Notion

Philanos Technology Committee Member (2021-present) & Co-Chair/Board Member (2024-present)

- Consulted on website migration efforts to Wild Apricot and organizational AI policy
- Co-facilitated series of Tech Talks for non-profit affiliates
- Partnered with committee and co-chairs to collect stakeholder pain points and needs to make strategic recommendations to the board for the organization's multi-year strategic plan

Girl Scouts of Eastern Pennsylvania

- Troop 921 Co-Leader, 2019-present
 - Facilitated girl-led activities and outings while maintaining safety ratios
 - Managed Troop Cookie Cupboard (2021-present)
 - Recipient of 2023 CEO Award as a volunteer of Service Unit 539
- Council Volunteer Recognition Committee Member, 2023-present