

## **CHRISTELL BERGER**

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### **HEALTHCARE SALES EXECUTIVE**

Visionary leader with extensive experience designing transformative solutions, launching innovative strategies, and executing impeccable sales results for high opportunity new products. Established 15 new MVPs in fully insured and self funded models. Prioritized customer health and financial needs against product value leading to favorable bottom line results. Consistently exceeded sales targets in assigned market segments cementing stakeholder relationships, solution adoption and top line revenue growth goals. Resilient and nimble, overcoming challenges of changing market demands that impact various constituents in the healthcare ecosystem.

#### Core competencies:

Business Development • Customer and Broker Relationships • Innovation • Strategic Planning and Execution • Sales and Marketing • Cross-Industry Applications • Consumer Experience • New Product Development • New Customer Acquisition • Account Management • Market Intelligence • Design Thinking • Salesforce CRM • Established Remote/Telecommuter

### **PROFESSIONAL EXPERIENCE**

#### **CATAPULT HEALTH, Dallas, TX**

**January 2020 - present**

##### **Regional Vice President, Northwest Region**

Business development for early stage company focused on delivering on-site preventive checkups, depression screening, and pharmacy adherence to employers in 14 state territory.

- Grew pipeline through new relationships with consultants and direct employers.
- Issued early contracts on 30,000 employees representing \$1.1M in revenue prior to COVID-19.
- Developed a new distribution channel pilot representing \$520K in revenue prior to COVID-19.

#### **UNITEDHEALTH CARE, Denver, CO**

**October 2018 - September 2019**

##### **Director of Account Management, Small Business**

Managed starting team of Account Advisors that transformed into Field Account Managers, Strategic Account Executives and Sales Operations Analyst.

- Led modernization effort to reconfigure, recruit and hire staff to meet changing market needs.
- Analyzed book of business performance to maximize persistency, NPS ratings, and product engagement in wellness and online services.
- Resolved complex issue including those related to claims, fraud and billing.

#### **UNITEDHEALTH CARE, Minnetonka, MN**

##### **Vice President, Sales and Business Development, Innovation COE    March 2016 - April 2017**

Promoted to business development. Added UHC Global and UHC Community and State (Medicaid) lines of business. Evangelized innovation culture and identified new enterprise opportunities at C-Suite level.

- Partnered with multiple lines of business to solve enterprise issues including growth, persistency, member engagement, NPS scores/satisfaction, competitive advantage, and profitability.
- Reconfigured distribution approach with minimal cost increase on a caregiving product resulting in market increase to 4.5 million new members over the existing state of 40,000 nationally.
- Created and obtained leadership buy-in to pursue a local innovation ecosystem model inclusive of State and City policy makers, Healthplan CEOs and Sales, brokers, providers, accelerators, venture capital backed start-ups driving identification of local resources inherent to State economic goals, UHC growth and retention, and UHC brand visibility.
- Identified, assessed and prioritized B2B customers and external partners for collaboration.
- Initiated new distribution channels in provider health system and retail spaces.

#### **National Director, Sales and Distribution, Innovation Group**

**April 2013 - February 2016**

Promoted and increased geographical territory in UHC Commercial Healthplans for Small Business, Key Account, Public Sector and National Account segments for both new and existing business.

- Designed ACA product and led national corporate sales initiative over 9 months resulting in \$109 million new revenue opportunity with 34 customers and 343,000 new members in National and Key Accounts.
- Generated 1 million new members in 18 months in National Accounts representing \$17 million in

- revenue on personalized wellness product delivering a 300% ROI.
- Generated 64,000 new members in over three years in Key Accounts doubling year over year membership to increase annual revenue from \$164,000 to \$1.3 million. Incentive product commercialized with 10% increase in wellness screenings, 24% increase in EBM compliance and 200% ROI.
- Designed and sold medical and ancillary benefit package representing 6800 Key Account members, \$1.9 million in medical revenue, \$607,000 ancillary up-sell revenue while avoiding \$13.6 million in employer tax penalties for newly eligible employees under ACA.

**Regional Sales Director, United Essentials Innovation Team** **May 2009 - March 2013**

Promoted to innovation team focused on new customer segments and approaches to influence behavior change for increased member compliance and engagement. Managed Western and Central US Regions.

- Deployed ROI prospecting method leading to doubled sales and membership for three years in diabetes focused value based plan design. Demonstrated 200% ROI, 17% increase in EBM compliance and 24% reduction in net claims spend with membership totaling 121,000 members and \$1.1 million annualized revenue.
- Increased sold membership from 28,000 to 262,000 in three years on musculoskeletal pilot that demonstrated 6% increase in treatment shifts resulting in 40% surgical cost reduction.
- Exceeded regional sales targets leading to scaling and commercialization for three medical and pharmacy based affordability products.
- Developed communication approaches, RFP responses, marketing materials and alternate distribution models based on consumer research, market trends, government agendas, client data, product concept debriefs.

**Account Executive, Health Allies** **August 2005 - April 2009**

Sales lead and Subject Matter Expert for Western US Region targeting un- and under insured populations with discount and limited medical products across internal and external sales channels.

- Added over 100 new customers in National and Key Accounts.
- Conducted cadenced outreach as trusted advisor to brokers, consultants, sales partners and clients.
- Negotiated with underwriting to develop competitive pricing and benefit packages.
- Trained sales teams to pursue non-traditional market opportunities with confidence.

**Client Services Manager, National Accounts** **March 2004 - July 2005**

Operational manager for benefits and services of complex, strategic accounts. Organized and led business meetings with customers, broker/consultants, vendors and internal account management team.

- Managed 4 National Account customers, including critical new B2B customer.
- Audited, investigated and remediated client service issues for key at-risk clients who successfully converted to satisfied partners.
- Investigated, analyzed and developed creative solutions to client specific problems.
- Provided guidance to functional areas and leadership to address customer needs, resulting in operational efficiencies and additional sales opportunities.
- Contributed to growth and profitability through relationship building with all business partners.

**EDUCATION**

**Bachelor of Science - Biology/Pre-Medicine**, Kutztown University, Kutztown, PA

**AWARDS/VOLUNTEER**

101010 Health 2018-2019 • UHC Bravo! Awards (3) 2016 and 2017 • UHG Innovation Award 2015 • UHG Innovation Award 2013 CIGNA Gold and Platinum Circle of Excellence Awards 2003 and 2004