

PATRICIA L. SAMPSON, MBA, PMP

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PROGRAM AND PROJECT MANAGEMENT

Proven expertise in program design, development, launch, and implementation. Certified Project Manager and Six Sigma Green Belt dedicated to process excellence. Successfully managed large customer relationships as well as cross-functional teams with commitment to satisfying internal and external client requirements.

Core competencies include:

Sales Ops and Support | Business Transformation | New Product Development and Launch
Business Strategy | Solution Development | Process Improvement | Six Sigma | Networking

KEY ACCOMPLISHMENTS

- Successfully project-managed a financial data consolidation initiative resulting in \$32M savings annually.
- Deployed CRM program to select sales channels to reduce product and sales process complexity.
- Managed migration of customer base from 800 to local service. Reduced operating expenses by 40%.
- Identified requirements for marketing database for customer profiling, market research, share analysis, target marketing, segment development, and lead generation.

EXPERIENCE

Verizon, Basking Ridge, NJ

9/2019 – 3/2023

New Product Initiatives Program Manager, 8/2022 – 3/2023

Standardized Go to Market processes to support the successful launch of BlueJeans products. Ensured that Product Management teams had the tools and resources necessary to drive adoption of the BlueJeans portfolio across Verizon channels and business groups.

Business Transformation Manager, 2/2020 – 8/2022

Project managed initiatives for Regulatory Compliance & Sales Incentives ZBB packages, which were part of Verizon's \$10B savings commitment, exceeding Cost Transformation 2.0 targets for 2 consecutive years. Provided oversight for numerous value-added Business Excellence Transformation Office (BETO) Governance Team support activities.

Program Manager, Strategic Initiatives, 9/2019 – 2/2020

Managed key Business Excellence strategies to support deployment of a Quality Management framework and financial transformation initiatives to sustain and strengthen business on behalf of all Verizon Stakeholders.

SE2, Bridgewater, NJ

11/2018 – 5/2019

Technical Project Manager (Consultant, TriCom Technical Services)

Project managed implementation of business solutions for life and annuity Client ranging from legacy application conversion to roll-out of new web service functionality.

Syneos Health (INC Research/Inventiv Health), Somerset, NJ

7/2015 -7/2018

Senior Operations Manager, Selling Solutions

Managed project planning and process implementation to successfully deliver outsourced Sales Operations technology and service support to major pharmaceutical companies.

- Led high-performance project teams responsible for recruiting, territory and data management, and training through launch and transition to operational support.
- Primary liaison between Clients, project business leads, field organizations, and Syneos internal departments to ensure contracted operations met the needs of the business and exceeded Client expectations.
- Managed up to 12 concurrent Client implementation and support projects.

Galaxe.Solutions, Somerset, NJ

6/2014 – 7/2015

Project Manager, Patient Systems, Enterprise Services, and Application Systems

Provided project management and client operations support to major life sciences Clients (ESI and J&J).

Horizon Healthcare Innovations, Newark, NJ

9/2011 – 1/2014

Manager, Solution Development

Launched planning for the development of new Episodes of Care payment innovations pilots in collaboration with health care providers to improve quality outcomes, increase patient satisfaction, and lower total cost of health care.

- Completed analysis, financial assessment, recommendation, and timeline for oncology pilot with anticipated savings to Horizon BCBSNJ of almost \$1Million annually.
- Developed strategy and model for implementation of Coronary Artery Bypass Graft (CABG) pilot.
- Developed and implemented processes to onboard and maintain provider relationships as the Episodes of Care program expanded to include additional specialties and partners.

ADDITIONAL RELEVANT EXPERIENCE

Express Scripts (Medco), Franklin Lakes, NJ

Manager, Secondary Benefits/COB

- Project Management
- Product Operations

Senior Program Manager, Strategic Products (Consultant, Decision Strategies)

Comverse Technologies, Wakefield, MA

Client Manager

PMOLink, INC., New Orleans, LA

Project Manager

- Pfizer: US Pharmaceuticals Marketing and Sales Operations
- MetLife: Quality Management

AT&T Solutions, Florham Park, NJ

District Manager, Sales Operations

- Business Operations Manager
- Client Engagement Operations Manager
- Product Manager

Western Union, Upper Saddle River, NJ

Executive Product Line Manager

IBM Corporation, West Orange, NJ

Marketing Representative

EDUCATION

Mini-MBA, Digital Marketing, Rutgers University, New Brunswick, NJ.

Master of Business Administration, MBA, Marketing, Fairleigh Dickinson University, Rutherford, NJ.

Bachelor of Science, Marketing and Management, Montclair State University, Upper Montclair, NJ.

PROFESSIONAL DEVELOPMENT

Project Management Professional (PMP), Member, PMI New Jersey Chapter
American Marketing Association | Member, AMA NJ - Executive Marketer.