

## Kirsten Simonitsch

Kirsten Simonitsch brings over 25 years as a technology leader in the healthcare, automotive, insurance and telecom industries. Kirsten has extensive experience in managing a diverse project portfolio and leading organizations through transformations, turnarounds and creating market leading solutions. She was the SVP and CIO of Premera Blue Cross with an annual budget of \$140 million, where she transformed the technology team to respond to the changes in healthcare by applying contemporary technologies and approaches to increase market share and revenue. She also held several senior management roles with AT&T Wireless, where she managed a \$400 million budget, and Cingular, where she led a large national team to deliver key infrastructure services to 70,000 employees, 3,000 retail stores and 35 call centers.

Kirsten holds a Bachelor of Business Administration in Marketing and Bachelor of Arts in Economics from the University of Massachusetts. She was also awarded IT Leader of the Year in 2011 by the Seattle Business Magazine and was a CIO Finalist in 2013 by the Puget Sound Business Journal.

## Key Leadership Accomplishments

- Directed the development of an IT strategy, roadmap and implementation plan to support business growth and transformation
- Fostered business partnerships and led the planning and implementation of core foundational systems with transformative technology and business processes
- Delivered award winning web and mobile capabilities and achieved market leading reporting and analytics
- Turned around and stabilized core system performance with the implementation of standard processes and performance metrics
- Implemented a hybrid cloud solution as part of an overall strategy to increase speed to market, improve operational capabilities and reduce costs
- Led the implementation of compliance and controls to meet business, regulatory and financial requirements

## Summary

- CIO, SVP, GM
- Strategy
- Business Collaboration
- Innovation
- Next Generation Infrastructure
- Program and Project Portfolio Management and Execution
- Organizational Transformation
- Performance Improvement
- Compliance Planning & Execution

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