

Cam Holmes

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Results-oriented Senior Manager with twelve years of enterprise-level experience. Consistent top performer, who has implemented countless strategic initiatives and developed numerous talented individuals.

Areas of Expertise & Certifications

- Strategy and Analytics, Data Science, Finance, Quality, Operations, and People Management
- Digital Transformation and Implementation
- Business Process Improvement and Lean Six Sigma
- Agile Service Delivery, Scrum, Product and Project Management
- **Programs:** Tableau Desktop, Tableau Prep, Microsoft PowerBI, Microsoft SQL Server, Cerner, Epic, Workday
- **Certifications:** Certified Scrum Master; Certified Product Owner; Process Management (Yellow Belt); Lean 100, 200; Six Sigma; Agile; Epic: Caboodle, Clarity, Cogito, SQL

Education

Master of Business Administration: Strategic Management – Magna Cum Laude, Fellowship June 2017

University of Richmond, Richmond, VA

Consulting Engagements: Bactory (Verona, Italy), Independence Golf Club, sweetFrog / Boxwood Partners, Ledbury

Master of Science: Applied Economics – Summa Cum Laude, Full Fellowship May 2013

East Carolina University, Greenville, NC

Consulting Engagement: Greenville Country Club

Bachelor of Science: Quantitative Economics – Magna Cum Laude December 2011

East Carolina University, Greenville, NC

Experience

Senior Manager January 2023 – Present

VCU Health, Enterprise Analytics, Richmond, VA

Provide strategic and analytical advisory and execution for the enterprise's top imperatives within the spaces of Quality, Tech, Patient Experience, and Operations. Partner with Executive Leadership and their Operational Teams to ensure the highest standards of quality are delivered on each Enterprise initiative. Efforts directly serve the CEO and Board of Directors.

- Lead a high performing team of Enterprise Analytics analysts and data scientists under VCU Health's STAR Service Framework
- Develop strategies and products that have automated and modernized various operational practices. Resulting in reductions in cost, waste, and variability. Strategies have further increased patient volume, revenue from value-based programs, and improved external comparison rankings
- Deliverables have also improved regulatory compliance, patient access to care, and provider consistency of high reliability. As a result, VCU Health now leads Central Virginia in 7 of 10 major patient experience categories, as defined by the Center of Medicare & Medicaid Services (CMS)
- Became certified in Epic's most widely used data platforms: Caboodle, Clarity, Cogito
- Key performer on Epic Implementation (electronic health record modernization), Operation Rebound (financial recovery strategy), Medication Safety, Ambulatory Redesign, and External Benchmarking

Founder & Owner December 2018 – Present

Content Aware, LLC., Moseley, VA

Founded a company and invented a B2B platform for improving marketing intelligence and consumer analytics. The platform leverages content recognition software to abstract consumer demographics, geographics, and brand identification to assist brands in pinpointing their marketing spend. The company is underway looking to offer the platform as a tool for Shopify, AWS Rekognition, Amazon Shop the Look, and Apple Intelligence.

- Utility Patents: 11,107,098; 11,361,333; and 12,033,190

Diligence Manager

September 2021 – December 2021

Splash 4 Partners, Richmond, VA

Held a leadership role at a boutique M&A consulting firm, named Splash 4 Partners. Splash provided consulting under the umbrellas of private equity, venture, investment banking, and other buy-side activities. Splash's differentiator was its heavy quantitative and researching components on each client engagements (middle-market mergers and acquisitions between \$10MM - \$1B).

- Led client due diligence and was accountable for end-to-end secondary research
- Oversaw a team of two primary research managers responsible for primary research. Team supported customer calls, surveys, and analytics
- Worked on multiple transactions within the health care and tech, while advising the executive leadership teams on best strategies post-closure. Most notably, the acquisition of TubeWriter by DW Healthcare Partners and Herspiegel Pharmaceuticals by The Riverside Company

Business Intelligence Manager

June 2018 – January 2023

VCU Health, Performance Improvement, Richmond, VA

Owned strategic and analytics advisory on top strategic initiatives within the spaces of Tech, Finance, Operations, Patient Experience, and Quality. Efforts directly served the CEO, Chief Quality Officer, COO, and Department Chairs.

- Led teams consisting of data scientists, administrative nurses, medical residents, and project managers under VCU Health's STAR Service Framework. Managed the interviewing, hiring, and onboarding processes for my directs, while assisting with other associate hires
- Liaised between multiple lines of business, including Operations, Tech, Finance, and Executive Leadership
- Developed strategies that resulted in fewer case delays, cancellations, readmissions, and complications. Improved patient satisfaction scores to the highest in the Richmond MSA. Cost savings exceeded \$20MM, while the health system saw a 75% reduction in surgical site infections, 50% reduction in surgical readmissions, and >1,000 patient days saved
- Key performer on the Health System's transition from Cerner to Epic (electronic health record modernization), Operation Rebound (financial recovery strategy), Enhanced Recovery After Surgery, Cost Per Case, Pain Management, Enterprise Data Warehouse transition to Snowflake, and Chair Incentive Pay Program

Founder & Owner

May 2010 – March 2020

Sharpe Innovations, Inc., Mineral, VA

Founded a mobile hardware company that invented SIM Card Adapters. Created a B2C licensing model that resulted in over 200MM units licensed to wireless carriers, Amazon, Best Buy, New Egg, Target, and Walmart. Concurrently created a B2C sales model through direct and indirect channels.

- Invented and mass-produced adapters that make SIM Cards universal
- Utility Patents: 8,337,239 and 8,573,986
- Secured licensing agreements with AT&T, T-Mobile, Sprint, Cricket, US Cellular, MetroPCS, H2O, G+D, Idemia, Tracfone, US Mobile, Tucows, and Mint Mobile—surpassing 200MM units under license
- Semi-Finalist for the ABC TV Show "Shark Tank"

Principal Business Analyst

March 2017 – May 2018

Capital One, Enterprise Payment Operations, Richmond, VA

Owned analytics, strategy, and budget for Enterprise Payment Operations. Lead multiple process improvement efforts and was the product owner for the Debit Card channel. Oversaw an annual payment operation of 65MM+ accounts, 700MM+ annual payment volume, and \$300B+ of annual payment spend. Reported to the Sr. Director of Enterprise Payments and directly served the Managing Vice President of Enterprise Payments & Treasuries.

- Led payment strategy, analytics, and intent for Card, Home Loans, and Auto Loans
- Product Owner for Debit Card Debt Repayment Program
- Owned an annual operating budget of \$30MM
- Created \$25MM+ in operational efficiencies

- Key performer for the Debit Card Debt Repayment Program, Fusion CoBrand Conversion, Cabela's Legal Day One Implementation, Check Printing and Bill Pay Services RFP, Remittance Resegmentation Strategy, and Integrated Payment Report Automation

Senior Business Analyst

March 2015 – March 2017

Capital One, Strategy & Analysis, Richmond, VA

Consulted Enterprise Payment Operations on strategies for growth, driving volume to digital channels, and process improvement efforts, while also owning analytics and budget responsibilities. The portfolio encompassed 65MM+ accounts, 600MM+ annual payment volume, and \$270B+ of annual payment spend. Reported to the Sr. Manager of Strategy & Analysis and directly served the Sr. Director of Enterprise Payments.

- Led payment strategy and analytics for Card, Home Loans, and Auto Loans
- Owned an annual operating budget of \$31.5MM
- Created \$25MM+ in operational efficiencies
- Key performer on the Mailed Payments RFP, Automated Disbursements Hub, Credit Card Acceptance for ATM, Secured Card Modernization, and Debit Card Fraud Strategy

Business Analyst

November 2014 – March 2015

Capital One, Digital Operations, Richmond, VA

Was the sole performer of technical strategy, implementation, and analytics on customer-facing marketing campaigns. Helped drive customers to preferred digital channels, improved segmentation, and created advertisements to cross sell products and services. Reported to the Manager of Digital Operations and supported enterprise marketing departments.

- Owned operational intent and execution of various online campaigns for Card, Bank, Auto Loans, Investing, and Home Loans
- Created \$100MM+ in operational efficiencies and generated \$10MM+ in new revenue
- Key performer for the EOS to COS Migration, Going Paperless, Cross Sell, and Product Awareness Programs

Budget & Management Analyst II

April 2014 – October 2014

Chesterfield County, Department of Budget & Management, Chesterfield, VA

Owned forecasting, expense management, cost accounting, and business recommendations for three County Departments and all major capital improvement projects. Reported to the Director of Budget & Management and served the County Administrator.

- Managed annual expenditures of \$750MM+ and \$100MM+ in Reserve funds
- Created \$37MM+ in operational efficiencies over FY2015, preventing a meals tax in Chesterfield County
- Led development of the County's operating and capital improvements budgets

Patents

System and Method for Content Recognition and Data Categorization

July 2022

United States Patent & Trademark Office; US 11,361,333

System and Method for Content Recognition and Data Categorization

August 2021

United States Patent & Trademark Office; US 11,107,098

SIM Card Adaptor

November 2013

United States Patent & Trademark Office; US 8,573,986

Hardened Micro SIM Card Adaptor

December 2012

United States Patent & Trademark Office; US 8,337,239

Certifications

Vizient Clinical Data Base (CDB) Level 3

May 2024

Vizient, Inc.

Vizient Clinical Data Base (CDB) Level 2 Vizient, Inc.	May 2024
Vizient Clinical Data Base (CDB) Level 1 Vizient, Inc.	April 2024
Clarity Data Model Fundamentals (CLR 110) Epic; License: 590864798	September 2023
Caboodle Data Model Fundamentals (CDW 110v) Epic; License: 590864796	August 2023
SQL 2 (RPT 121i) Epic	July 2023
SQL 1 (RPT 101i) Epic	June 2023
Premier Data Model Premier, Inc.	March 2023
Cogito Fundamentals (COG 170) Epic; License: 378256166	December 2022
Vizient CDB Data Model Vizient, Inc.	September 2022
Private Equity Primer Course Certificate Private Equity Primer	October 2021
Epic Super User VCU Health	July 2021
StrataJazz Strata Decision Technology	May 2021
Healthcare Data Analytics HIMSS	June 2020
Strata CI Strata Decision Technology	June 2020
Building and Maintaining Millennium Fundamentals Cerner Corporation	July 2018
Business Process Management (Six Sigma Yellow Belt) Capital One	October 2017
Certified Scrum Master Scrum Alliance; License: 000658949	August 2017
Certified Scrum Product Owner Scrum Alliance; License: 000658949	June 2017
Scrum Master Accredited Certification International Scrum Institute; License: 87301715601235	August 2015
Scrum Product Owner Accredited Certification International Scrum Institute; License: 47960585916880	August 2015