

CHARLES E. BRADBURY

396 Homer Avenue, Ventura CA 93003

(805) 870-5805, (805) 856-1520 Fax

charlie.bradbury3@gmail.com www.charles-bradbury.com

PROFILE

Creative, broad-based, senior-level I.T. Executive. **Now retired.** skilled in:

- Start-up, turnaround, Merger and Acquisitions
- Large Scale Systems Development, Conversions, Integration
- Managed Health Care Information Systems
- Strategic Planning
- Project and Budget Management
- Internet and E-commerce

PROFESSIONAL EXPERIENCE

Retired (2006-Present)

Part-time Adjunct Instructor at California Lutheran University teaching Web Development in the MBA curriculum. Available for other part-time teaching assignments, Web Development, or Travel Course Management.

Health Net (aka Foundation Health Systems), Woodland Hills, California (2000-2006)

Vice President, Information Technology Group (2004-2006)

Responsible for all of Health Net's commercial Western Region Claims, Provider, and Benefit systems, as well as Medicaid (Medi-Cal). Successfully consolidating multiple Capitation Payment systems, Sales support (CRM), Underwriting, Pharmacy Authorizations, Provider Credentialing, IVR, Medical Management, and Print Services Systems into single enterprise-wide solutions.

Vice President, Program Management (2000-2003)

Directed 176 enterprise-wide HIPAA readiness projects for this \$10 Billion Managed Health Care Company. Responsibility involved 220+ IT and Business associates with a budget of \$45M. Successfully met all compliance dates early, and under budget.

CareFirst BlueCross BlueShield, Baltimore, Maryland (1995-1999)

Vice President/CIO, Information Technology

Directed all aspects of Information Technology which included Planning, Budgeting, Staffing, Data Center Operations, Wide and Local area Networks, Applications Development, and Information Management. Annual operating budget of \$40M. Responsible for 300 full-time I.T. employees, and an additional 150 contractors & consultants.

Selected Accomplishments:

- Developed and Implemented a \$100M+ IT Strategic Plan.
- Established Internet presence and developed E-Commerce Strategy
- Turned around critical staffing and morale issues (Worst to First in company-wide Associate Survey)
- Won PC-Week "Fast-Track 500" Award for I.T. innovation and trend setting
- Merged two BlueCross and BlueShield plans and performed Due-Diligence on a third
- Successfully solved the Y2K problem
- Built an Information Management / Data warehouse department from the ground up

BlueCross BlueShield of Georgia, Columbus, Georgia (1986-1995)

Assistant Vice President, Application Development, Advanced Technology, and Information Management

Developed mission-critical applications, researched and deployed software engineering Methods and measurement, researched and developed new technology, and developed and deployed a corporate Data Warehouse.

Selected Accomplishments:

- Merged two BlueCross and BlueShield plans
- Developed an I.T. Strategic Plan which was selected as a model by the BCBS national association
- Researched new Managed Care Systems and converted all HMO business in 18 months.
- Implemented a paperless environment using imaging in claims processing area
- Developed a client/server GUI customer service workstation reducing training time by 4 months
- Built an Information Management / Data warehouse department from the ground up

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PROFESSIONAL EXPERIENCE (continued)

Assistance, Inc, Sacramento, California (1985-1986)

Independent Consultant

General Information Technology Consulting specializing in PC Technology and Health Care

California Vision Service Plan, Sacramento, California (1980-1985)

Vice President, Information Systems (1982-1985)

Directed all aspects of Information Technology including Planning, Budgeting, Staffing, Applications Development, and Day-to-Day Operations.

Selected Accomplishments:

- Developed nationwide claims clearinghouse for VSPs, improving payment time, accuracy and service
- Developed new Claims processing systems supporting high-growth environment

Director, Information Systems (1980-1985)

Directed all aspects of Information Technology including Planning, Budgeting, Staffing, Applications Development, and Day-to-Day Operations.

Selected Accomplishments:

- Turned around a troubled IT Division by improving service and quality (70% to 99%)

Marriott Corporation, Bethesda, Maryland and Santa Clara, California (1974-1980)

Director, Information Systems

Designed, developed, and operated the simultaneous startup of two Great America Theme Parks (Santa Clara, California and Gurnee, Illinois) including ground-up construction of facilities and all data processing systems (hardware and software) staffing and training.

Selected Accomplishments:

- Designed and directed the complete development and installation of an innovative, fully integrated technical infrastructure and application suite of Theme park business systems.

Colonial Parking, Washington, D.C. (1973-1974)

Manager, Data Processing

Selected Accomplishments:

- Turned around a troubled data processing department.
- Converted entire organization from old accounting machines to a mainframe computer system

NCR Corporation, Washington, D.C. (1970-1973)

Business Systems Analyst

Selected Accomplishments:

- Assisted a myriad of businesses with designing, developing, and installing data processing systems

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EDUCATION, ORGANIZATIONS, HONORS

Education:

- Master of Science (with distinction) in Management Information Systems, American University, Washington D.C., 1974
- Bachelor of Arts in Mathematics, University of Maine, Orono, Maine 1967
- Certificate, Advanced Management, Stanford University, 1983
- Certificate, Executive management, U.C. Davis, 1982

Military:

- First Lieutenant, U.S. Army, 1967-1970. *Outstanding Trainee* in basic Training, *Honor Graduate* in AIT, *Distinguished Military Graduate*, U.S. Army Artillery O.C.S, *Bronze Star* while serving in Vietnam, 1969-1970, Graduate U.S. Army Special Warfare School, *Honor Graduate* U.S. Army Defense Language Institute in Vietnamese.

Professional and Civic Board Memberships:

- Vice President, Board of Directors of the nation-wide BlueCross BlueShield Association “CIO IT Roundtable” 1998-1999.
- Member, Board of Advisors for Villa Julie College Graduate Program in MIS 1998-2000
- Member, Board of Directors, Columbus Aquatic Club, 1990
- Member, GTEDS Q/CARE Managed Care Users Group Governing Board, 1995
- President, Carmichael California Swim Team, 1984 & 1985
- President, San Francisco Bay Area Computer Users Group, 1979
- Volunteer economics teacher for Junior Achievement, Project Business program 1983 & 1984

Honors and Presentations:

- Presented at largest worldwide EDI Conference April 1997 on Healthcare use of the Internet
- Chosen as a technology leader by a national newsweekly (PC-Week) in an exclusive listing of the top 500 I.T. trendsetter companies. (Fast-Track 500)
- Chosen for a case study written by a Harvard Professor and a representative of Blue Cross and Blue Shield National Association describing the Strategic Information Systems Plan which I developed for Blue Cross and Blue Shield of Georgia. It was subsequently presented by two distinguished Harvard Professors (McFarland and Applegate) in the summer of 1990 at the Forum for Strategy Development.
- Presented the leading-edge information system used at Marriott Theme Parks (which I designed and built) at 1978 NCR International User Convention in New Orleans.

You can view my [resume](#) and a sample of my [references](#) on the Internet.