JAY ALLEN Email: jay\_vox@comcast.net

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Powder Springs, GA 30127

SUMMARY OF PROFESSIONAL EXPERIENCE

* Proposal Management - 8 years

Held Director and Senior Proposal Manager positions;includes development of proposals and RFP responses for large corporations and local, state, and federal government primarily in Public Health, Emergency Response, and ID/D and Behavioral Health.

* Proposal Writer and Proposal/Grant Reviewer – 11 years

Held Program Analyst and Public Health Advisor positions at the Centers for Disease Control and Prevention (CDC)

* Proposal Development Consultant – 5 years

Responsible for developing the RFP responses and unsolicited proposals at State and Local government levels.

* Public Health and Public Health Emergency Response - 19 Years

Proposal Development and Management for Emergency Response software and consulting. New business development and Client/Partner Relations. Public Health Informatics Subject Matter Expert.

* Microsoft Solutions Framework Developer - 11 years

Development of Scope and Vision documentation, Use Cases, User Acceptance Testing, Pilot Development, and Business Case documentation.

RECENT PROFESSIONAL POSITIONS

**Senior Proposal Manager/Partner Manager January 2013 – October 2015**

*CoCENTRIX, Inc. Sarasota, FL (remote from Atlanta, GA)*

Responsible for:

* Development and management of RFP/RFI/RFQ responses for State/Local/Community-based Behavioral Health programs seeking Coordinated Care, Electronic Health Records, Case Management applications
* Developed Proposal Process to not only streamline responses but to coordinate with Marketing Director to ensure that “one voice” was coming from CoCENTRIX Business Development efforts.
* 275% growth in number of proposals developed per year vs proposals for the company in 2012.
* For procurements that went to demonstration stage from January 2013 to present, over 90% of CoCENTRIX proposals resulted in invitation to demo during my tenure as Senior Proposal Manager.
* Managing knowledge base of marketing/sales proposal information from RFP responses
* Maintaining strategic relations with technology channel partner organizations
* Development of opportunities to co-Market with technology partners
* Development of style guides for Marketing department and coordination of style guides for Production, Training, and Human Resources
* Development of sales and marketing documents and materials
* Development of website content
* Major contributor for creative development of online marketing efforts
* Development of content for marketing plans and strategies
* Competitive analysis of electronic health record/case management/coordinated care markets

**Director – Marketing Strategies February 2012 – October 2013**

*Communication Business Services, Inc. Marietta, GA*

Responsible for:

* Development of proposals and RFP responses for large corporations and local, state, and federal governments.
* Program/Project Management of large client projects.
* Development and management of new marketing programs to promote answering services
* Web-site development and management – including programming entire site with HTML template software, content development, organization, and email account management – for new company website.
* Development of client portal
* Development of all new marketing materials – including posters, flyers, cards, brochures, promotional items, and templates for tailored marketing materials to be given to prospective clients.
* Development of strategies for pursuit of new clients and new client markets.
* Research of market trends in answering services/call centers, small businesses, growth and acquisition strategies, marketing and promotion, government contracting.

**Senior Consultant/Informatics Consultant March 2008 – February 2012**

*PHFE Consulting Services—Public Health Foundation Enterprises, Inc. City of Industry, CA*

Responsible for:

* Business Development, Proposal Development, RFP Response, Client Relationship Development, Partner and Sub-Contractor relationship development and maintenance, and other general marketing activities – in support of Foundation’s Consulting Services Director.
* Project Management for implementation of Electronic Medical Record (EMR), Registries, ICD-9 and ICD-10 coding, Patient Tracking, and Clinic Management system with South Central (Idaho) Public Health District – coordination of project planning, business requirements, and phased implementation of 12 system modules.
* Analyzing and implementing articulated business processes, communicating business requirements and implementation steps, and overseeing quality assurance testing processes for Emergency Response, EMR/EHR, and other COTS and customized software that improve business processes – utilizing Business Process Management Notation (BPMN), Critical Path Method (CPM), and Unified Modeling Language (UML) standards and methodology.
* Serve as Senior Consultant to the State of South Dakota Health Department in the area of Emergency Preparedness, specifically in Hospital Preparedness – providing subject matter expertise for the evaluation and enhancement of electronic Public Health Preparedness applications, marketing and recruitment of medically-trained volunteers for electronic volunteer registry and Health Alert Network (HAN), analysis of scheduled hospital reporting for reports to DHHS and DHS.
* Work with Public Health Information Systems and Public Health Emergency preparedness within the Los Angeles County Department of Public Health as a business analyst, quality assurance specialist and project manager for the Health Alert Network (HAN) system. Developed use-cases and conducted Joint Application Development (JAD) sessions for specific system applications.
* Providing consulting services to Memphis-Shelby County in business process improvement initiative for HIV/STD, MCH, Chronic Disease, and Health Promotion and Environmental Sanitation programs.
* Served as Project Manager and Subject Matter Expert to the Nashville Metro Public Health Department in a project dedicated to the redesign of Emergency Preparedness business process redesign and system requirements development.
* Provided subject matter expertise to the Orange County Health Care Administration regarding Hospital Preparedness and Response, including current capacities assessment, development of enhancement surveys and management of data sets, analysis, and recommendations delivery.
* Development of Emergency Preparedness policies and procedures for DeKalb County, GA Advanced Practice Center and the National Association of City and County Health Officials.

**Consultant – Senior Public Health Advisor/Emergency Response Coordinator March 2007 – March 2008**
***NAI Personnel, Inc. Washington, D.C. (Part-time)***

Responsible for:

* Worked under contract with Office of Workforce and Career Development, Career Development Division (OWCD/CDD) to provide consulting support, Public Health Informatics consultation, and to identify Emergency Preparedness and Response activities.
* Development of Pandemic Influenza Plan and Continuity of Operations Plan (COOP) for OWCD/CDD.
* Tracked progress on emergency response activities assigned to the Division through database interaction and interviews with assigned personnel, and providing consultation and expertise in ensuring effective activities.
* Provided strategic direction, business rules, and change management consulting on the Public Health Information Rapid Exchange web-enabled application.
* Representative to CDC’s Director’s Emergency Operations Center on behalf of the various fellowship and training programs housed at OWCD/CDD.

**Consultant – Senior Public Health Advisor/Emergency Response Coordinator October 2006 – March 2008**

*McKing Consulting Corporation Atlanta, Georgia* *(Part time)*

Responsible for:

* Worked under contract with Coordinating Center for Health Information and Services (CCHIS) to provide consulting support and identify Pandemic Influenza activities throughout the three National Centers under their auspices.
* Development of Pandemic Influenza Plan and Continuity of Operations Plan (COOP) for the Center and Coordinating Center.
* Provided guidance regarding the development, monitoring, and management of grants and cooperative agreements for emergency communications.
* Tracked progress on response activities assigned to the three National Centers under CCHIS through database interaction and interviews with assigned personnel. Provide consultation and expertise in ensuring effective activities.

**Preparedness Program Manager July 2005 – November 2006***The SIMI Group, Inc. Sacramento, CA*

Responsible for:

* New business development and Client/Partner Relations – existing clients include State of California, State of Arizona, Los Angeles County; partner relationships include Microsoft, Lockheed-Martin, Voxiva, ANSER, AT&T, US Dept of Health and Human Services.
* Proposal Development and Management for Emergency Response software and consulting.
* Requirements development for new and updated software solutions – including Pandemic Influenza, EHR, and Other Emergency Response application for Clinical Management and Inventory Management.
* Product Manager for Public Health Emergency Response and Resource Management software solution set – Developed business requirements, created and reviewed use cases, programmatic oversight during development, developed and reviewed test scripts, coordinated user requirements modifications with prospective customers, coordinated change management process with customers, developed marketing strategies, oversight during implementation onto customers’ environments, continued customer relations throughout processes.
* Public Health Informatics Subject Matter Expert – provided Public Health Emergency Response and Public Health Informatics consulting services to State and Local Public Health Departments, partner organizations, and collaborative vendors of Public Health software and services.
* Conducted JAD sessions with clients, Subject Matter Experts, and Developers.
* Created demonstrations of existing and new products and providing those demonstrations to partners, clients, and potential customers.
* Contributed to the development of Strategic National Stockpile and Pandemic Influenza response plans for Local Public Health departments.

**Program Analyst, GS-5/7/9 - Public Health Advisor, GS-11/12/13 November 1994 – July 2005**

*Centers for Disease Control (CDC) Atlanta, GA.*

*Roles:**Health Alert Network Emergency Operations Center Coordinator; Assistant Branch Chief (Acting), IKSB; Project Officer – Health Alert Network; Web Development – CDC Diabetes Program; Project Officer – Diabetes Translation*. Note: Level 2 Security Clearance granted following an ANACI investigation (Inactive)

*Accomplishments:*

* Development/Writing/Review of the Bioterrorism Cooperative Agreement for Focus Area E – Information Technology and Communications
* As Technical Consultant – Monitored and evaluated budgetary and programmatic compliance for 26 State, Local, and Jurisdictional Health Department Cooperative Agreements.
* Reviewed over 100 applications for grant and cooperative agreement funding.
* Project Officer/Technical Consultant, technical assistance, evaluation, and customer service duties with state and local health departments in four Public Health Regions in their development of information systems to respond to bioterrorist attacks and other emergent health threats. Throughout tenure as Public Health Advisor, worked with over 30 State, Local, or Jurisdictional Health Alert Network programs.
* Developed and coordinated the Health Alert Network (HAN) Emergency Notification System that delivers via email, fax, and other electronic means, official CDC Health Alerts, Advisories, and Updates to over 25,000 direct recipients and over 1 Million secondary and tertiary recipients in the Public Health System, as well as National Emergency Responders.
* Development, coordination and operation of a 24/7 Emergency Notification Center (ENC) for the Health Alert Network (HAN).
* Project Officer for four Congressional Earmarked Cooperative Agreements with local public and private entities, including grants management, development of RFAs/RFPs, monitoring budgets, and review of budgetary and programmatic reports.
* Growth of the Microsoft Outlook-based HAN Notification system into a web-based, secure, interactive system to deliver Health Alert messages, and allow for recipients to interact with CDC regarding emergent health events.
* Member of the CDC Emergency Response Assessment Team as a Public Health Advisor/Informatics SME (subject to deployment during emergency situations).
* Provided technical assistance in Central America to countries rebuilding their electronic infrastructure in the aftermath of Hurricane Mitch.
* Developed a web-enabled version of the Public Health Informatics course in English and Spanish.
* Created, developed, published and maintained the first programmatic website at CDC – the CDC Diabetes Home Page (http://www.cdc.gov/diabetes).
* Created new health communication and marketing products for state based Diabetes Control Programs (DCPs).
* Served as Project Manager for four State-Based Diabetes Control Programs, including compliance with Cooperative Agreement guidance and budgetary guidance.
* Proposing and implementing plans for an Office of Policy and Public Information.

**EDUCATION**

Bachelor of Business Administration/Marketing June 1993

Georgia State University Atlanta, Georgia

**COMPUTER SKILLS**

* Extensive work with Microsoft Office products (including work with MS Project, PowerPoint, Visio, Publisher)
* MS FrontPage
* MS SharePoint
* MS Dynamics CRM and other MS SQL-based Web-Applications
* HTML Writer
* Limited experience/exposure: Microsoft Visual Basic, Lotus 123, FoxPro (DOS and Windows), CDC Wonder, Corel Draw, Pagemaker, and Archview GIS.

**COMMITTEES AND TASK FORCES**

2003 – Present Board of Directors & Founding Member, State and Local Health Informatics Consortium

1995 – 2005 Communicator’s Roundtable

1995 – 2000 CDC SHARE (Employee Organization) Board of Directors, President, Vice President

**AWARDS AND HONORS**

2003 HHS Secretary’s Award – Emergency Response Group

2002, 2003 PHPPO Honor Award – Information Services

1996 CDC Honor Award Information Services Employee of the Year

1996 NCCDPHP Honor Award Information Services Employee of the Year