

Kyle M. Platt



About Me:

Since my career start in 2007, I have achieved many great accomplishments in relations management, executive sales & sales management, marketing, operations consulting, hospital administration, project management, and product development management. With 13 years of experience in healthcare organizations on both vendor and provider side, I have developed a deep understanding and knowledge-base of the healthcare industry both Acute and Post-Acute. I have had the ability to consult health care organizations of all sizes from top CEO down to CNA on business operations and process improvement.

Being passionately driven and as personable as it gets, my wide array of skill sets have enabled my successes in service and thought-leadership while building everlasting relationships. Over the years, the story continues to prove itself true...Quality of Care initiatives for Quality of Life services begin with a passion for those whom you aim to serve first, the patient.

Skill Set:

- ✓ Strategic Sales & Marketing
- ✓ Sales Management
- ✓ Account Management
- ✓ Project Management
- ✓ Public Relations and Communications
- ✓ Software Production Management
- ✓ Referral and Affiliate Marketing
- ✓ Process Improvement
- ✓ Operations Consulting (C-Suite down)
- ✓ Digital Marketing & Content Creation
- ✓ Strategic Third Party Partnership
- ✓ Financials/Cost Accounting
- ✓ Regulations & Compliance
- ✓ Contract Creation and Negotiation
- ✓ Educational Speaking & Training

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Cell: (662) 202-5622

“Go and Make Today Matter”



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Experience

Awake Technologies: VP of Channels and Business Development (May 2016 – March 2020)

Melbourne, FL Supervisor: Rose Odette, CEO/Owner

- Business Development Management and Strategic Marketing
 - ✓ 2019 1,200% increase in contracted outpatient client base
 - ✓ 2020 Annual Quota \$2.2m / March 6th 2020 current intake \$879,624
 - ✓ Established channel and partner agreements that opened access to \$200M+ client share pipeline
 - ✓ Established a new Cross-Marketing Affiliate Program
- Product Management Director: BestConsent software division
 - ✓ Design, plan, and execute all aspects of application development
 - ✓ Evaluate enhancements across client request, current market offerings/demand, and competitive benchmarking
 - ✓ Project plan and manage delivery milestones of all development projects
 - ✓ Grew application from non-competitive kiosk-based eRegistration application to industry leading eForm, eSignature, and Document Management competitor.
- Account Management: Oversee and manage all aspects of post-contract services and client retention
 - ✓ Successfully reformatted all policies and procedures of a failing client support program and attained 100% retention
 - ✓ Customer Support & Implementation departments training provide:
 - Understanding our clients utilization of the application based on user role in health care settings
 - Full application training and how to manage client support requests
 - The value our application brings to our clients' daily work life
 - Understanding the processes and policies in place to ensure successful client support
- Marketing: Led the establishment of company's first digital campaign along with research and creation of all content
 - ✓ Launched and led monthly Educational and Promotional Webinar Series
 - Highlights process improvement around best practices for niche industry sectors
 - Create and distribute downloadable toolkits/checklists for viewers to put into practice
 - Promote client use case testimonials within educational series to promote value-added offerings within each series
 - ✓ Planned, created, and dispersed all BestConsent division marketing materials
 - Brochures (Digital and Hard Copy)
 - White Paper success stories
 - Client video testimonials
- Leadership
 - ✓ Advisory Board Member
 - ✓ Annual/Quarter/Monthly strategy and budgeting reviews for all departments
 - ✓ Quoted as an industry leader in multiple healthcare articles including Samsung Healthcare

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Trace Regional Hospital: Administration, Patient Access & Disposition (2014-2016)

Houston, MS Supervisor: Gary Staten, CEO

- ✓ Daily census management of hospital, 4 clinics, and nursing home
- ✓ Patient referral partner relations management
- ✓ Research & advisement on services provided and demanded in a three county region.

BlueStep/Bridgegate International: Executive Sales (2013-2014)

Salt Lake City, UT Supervisor: Tom Bang, CEO

- ✓ Top 150 sales and marketing in LTC skilled market
- ✓ Consultation on private, state and federal HIE, integration and interoperability, and best of breed clinical solution sets for State and Federal projects
- ✓ Internal product enhancement advisement

PointClickCare: Sr. Account Executive (2010-2013)

Toronto, ON CA Supervisor: Paul Corrigan, VP of Sales Enablement

- ✓ Responsible for business development and marketing in 9 state region
 - MD, DC, WV, VA, TN, AL, MS, LA, AR
- ✓ Opened nearly blank AR, TN, MS, AL, LA market to company by adding significant competitor client accounts and networking partnerships during tenure resulting 600% increase in region market share.
- ✓ Recruit and establish strategic third party partnerships for referral management & end user services
- ✓ Partner with local and state level associations to strategically align networking and marketing opportunities
- ✓ Lead and coordinate team of inside sales and demo reps for daily sales activities
- ✓ Individualized business development strategy plan for each managed state quarterly

American HealthTech: Regional Manager (2007-2010)

Jackson, MS Supervisor: Robert Baker, VP of Sales

- ✓ Responsible for relations and regulation advisement in 8 state region
 - ID, MT, ND, SD, WY, UT, CO, NM
- ✓ Account Management for every client contracted
- ✓ Design and Oversee implementation program per contract
- ✓ Company awareness launch into historically unapproached market region

Education

University of Mississippi- Oxford, MS

Bachelor of Business Administration: Economics 2007 GPA: 3.2

Emphasis: International Trade and Policy Reform

Thesis: Economic Policy of Local and State Legislators that Inhibit, yet Neglect

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