

ERIC TERNDRUP

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sales operations | business strategy | process improvement

Accomplished and versatile sales operations executive who thrives on driving key initiatives aimed at creating a high performance culture that delivers consistently above target results. Recognized for transforming operations, improving efficiency and productivity. With over ten years of direct client experience, focused on quality delivery that exceed expectations is part of my DNA.

As a leader, creates a positive and productive work setting where team members are encouraged to thrive and do their best work, and where cross-functional stakeholders are valued as key partners in delivering on the commitment to the customer.

- Business Strategy
- Decision Support Tools
- Reporting
- Internal Sales Communications
- Sales Automation
- Sales Compensation
- Performance Guarantee Program Management
- Account Strategy
- Proposal Development
- Account Implementation
- Budget Management

professional experience

Blue Shield of California

2005 – 2016

In ten years, directly contributed to market segment growth of more than 700,000 members. Brought in to build the Sales Operations function for the Labor, Public and Strategic Accounts markets segment, the role expanded to various assignments to optimize the structures and performance of additional sales functions, leading to the opportunity to serve as chief of staff to the Employer Markets SVP.

Senior Director - Strategy and Business Effectiveness (2012-2016)

Served as Chief of Staff reporting to SVP of Employer Markets, driving development and deployment of business strategy for all group lines of business – 2.5 million members, \$9 billion in revenue. Represented Employer Markets in cross-functional initiatives:

- Helped mid-market team exceed new sales and retention goals in 2013-2015 through design and deployment of team re-organization.
- Streamlined the Markets strategic roadmap development by creating and implementing a new initiative prioritization model leading to a strategic plan focused on growth and well-coordinated across lines of business.
- Ensured customer-centric focus in variety of corporate initiatives, including crisis-management planning, corporate communications strategies, and the development of Cal Index, for which our team won Blue Shield's Mission and Values in Action Award.

Director - Product Configurator Tool Development and Readiness (2009-2011)

Drove the business development and deployment of an enterprise-wide system to be single source of truth for benefit plan design information:

- Right-sized the project in which \$30 million and 3 years had already been invested without any delivered functionality by obtaining senior leadership approval for an additional \$6 million over two years to achieve initial program objectives.
- Eliminated 90% of benefit plan language variation between market segments enabling delivery of 50% of program objectives in 15 months.

Director - Federal Employee Program - Labor, Public, Strategic Sales Support (2008-2009)

Expanded role to be responsible for member growth, and operational and financial performance for Blue Shield's Federal Employee Program, with 237,000 enrolled members – which was underperforming at the time:

- Turned-around recent losses, growing 11,000 members and hitting above target financial results through aggressive account renewal strategy.
- Met and exceeded operational performance metrics for first time in 5 years with build of key performance indicator tracking system to support re-focused attention on service.

professional experience continued

Director – Sales Operations - Labor, Public, Strategic Accounts (2005-2008)

Responsible for building the Sales Support function for a new market segment focused on the company's largest accounts and member growth opportunities:

- Enabled sales team to grow more than 300,000 members in 3 years by rebuilding support structure and policies and procedures for the account implementation process, client performance guarantees program, proposal development department, and the segment's sales compensation plan.
- Mitigated \$90M at risk, reducing penalties paid by 60% first year, through aggressive monitoring of client performance guarantees in partnership with operational units.
- Won 2005 team Mission and Values in Action Award for contributions to the sale and implementation of 3 large accounts.

Health Net

1986 – 2004

Gained deep and broad experience in sales, account management and sales operations through a series of increasingly responsible positions based on strong performance.

Director - Business Integration (2003-2004)

Served as subject matter expert and business readiness liaison from Sales for corporate project to integrate legacy systems:

- Facilitated documentation of as-is and to-be sales processes.
- Designed and implemented program to eliminate complex and low-volume benefit plans.

Director - Sales Automation and Proposal Development (2000-2003)

Directed operations of departmental functions, leading business team in development of a 'quote-to-card' CRM and sales automation system.

Senior Account Manager - Special Accounts (1995-1999)

Responsible for relationship management, renewal and member growth of 10 accounts representing 78,000 members and \$170 million in annual revenue.

Manager – Strategic Services - Special Accounts (1993-1995)

Lead small team of account strategy consultants that supported account management teams and departmental leadership.

Regional Account Executive (1986-1993)

Drove new business sales in regional mid-size market. Successes included the County's school district joint insurance authority, and local divisions of Mobil Oil, Bechtel Petroleum, and General Dynamics.

education

Masters, Business Administration, 1985 • UCLA Anderson School of Management

Bachelor of Arts, Cum Laude, 1982 • University of San Diego

technology skills

Proficient in Word, Excel, PowerPoint, Visio, Jive and Cisco WebEx