

# DENNIS SCHMULAND MD FAAFP

CxO, Serial Entrepreneur, Change Agent, Discerner & Organizer of Genius, Board Director

LinkedIn: [Dennis Schmuland](#)

Married 39 years with 3 grown children

Career objective: Do something legendary within 5 years



## EXPERIENCE

### Chief Health Strategy Officer, US Health and Life Sciences (US HLS)

Microsoft Corporation

- July 2011 – Sept 2019 Redmond, WA
- Wrote US HLS 3-yr game-changing strategic plan and roadmap, then built cross-company consensus & aligned engineering groups around it
  - Established US HLS as AI thought leader through executive blogs, analyst relations, strategic AI partner recruitment
  - Marquee US HLS customer briefings in Executive Briefing Center
  - Executive sponsor for CVS/Aetna, Partners Healthcare/MGH, Adventist Health System, Athenahealth, MUSC, UCLA, Carefirst

### Founder, Worldwide Managing Director, Health Plan Industry

Microsoft Corporation

- July 2004 – July 2011 Redmond, WA
- Achieved & sustained double digit YOY revenue growth 6 consecutive yrs
  - Named 2010 Industry Manager of the Year
  - Appointed in 2006 to editorial advisory board of Managed Healthcare Executive and advisory board of United Healthcare Innovations Council

### Healthcare Industry Market Development Manager (Rainmaker)

Microsoft Corporation

- July 2002 - 2004 Redmond, WA
- Created and landed strategy, messaging, collateral, field-readiness training, and partner coordination for 3 GTM programs: IT Operational Efficiency, Privacy & Security Infrastructure, Business Intelligence
  - Recipient 2004 VP Gold Star Award for Leadership

### Business Dev Mgr, Microsoft Consulting Services National Healthcare

Microsoft Corporation

- July 2001 - 2002 Redmond, WA
- Built CxO credibility and brand in top tier health care accounts by developing & delivering original content for 12 separate exec. briefings.
  - Built qualified \$20+M pipeline of server and service revenue in 6 months

### EVP Health Affairs and Chief Medical Officer

Pointshare Corporation

- July 1997 - 2001 Bellevue, WA
- Set product strategy for 3-party referral transaction eligibility, member identifiers, e-messaging, and report distribution
  - PR, AR, and spokesperson on strategy, UVP of Pointshare applications.
  - Acquired 3 companies to establish footholds in 3 states (NV, OR, MN)

### CEO, Chairman, Founder

Pointshare Corporation

- July 1996 - 1997 Bellevue, WA
- Analyzed market, wrote business plans, recruited, marketed, closed anchor contracts, strategic alliances with state, national associations
  - Raised \$60 million in private and venture equity financing.

### Co-founder, Partner

Family Medicine of Redmond

- July 1984 - 1996 Bellevue, WA
- Wrote business plans, secured financing, achieved recognition as "Nordstrom of health care" Grew share from 0 to 70% within 5 years

## PERSONAL PHILOSOPHY

*"Be the best servant leader & create the empowerment culture that scales success for those around me"*

## MOST PROUD OF

**2019** "A Game Changing Strategy to Transform Microsoft From a Market Laggard to Market Maker in Health & Life Sciences" declared the uber corp strategy that connects the WHY, HOW, and DIFFERENTIATORS to the WHAT (engineering strategy & architecture)

**2009** Microsoft Circle of Excellence Platinum Club award for exceptional business leadership, thought leadership and strategic innovation.

**2004** Founded Microsoft's health plan industry vertical

**2001** Sold Pointshare to Siemens AG

**1996** Founded Pointshare, a secure, e-health connectivity and transaction service for local healthcare communities

## STRENGTHS

- I'm best at and thrive around organizing genius
- Ability to empower, lead, inspire and deliver revenue, mindshare, & marketshare through cross-team coalitions
- 23 years' experience of executive leadership in starting, growing, acquiring, integrating, downsizing and selling health related digital technology and services
- Systemic insight into idiosyncrasies of finance, delivery, and health behavior domains of healthcare to spot and eschew pursuit of shiny objects
- Purpose-, principle-, and metric-driven change agent

## EDUCATION

- Fellow of the American Academy of Family Practice
- Board-Certification Family Medicine, University of Washington Family Medicine Residency, Seattle, WA
- M.D., UW School of Medicine, Seattle, WA
- B.S. Chemistry, Seattle Pacific University, Seattle, WA
- B.A. Psychology, Seattle Pacific University, Seattle, WA

## BOARD ENGAGEMENTS

- Aztute Board Advisor
- SeekingSimple Board Advisor
- ActX Board Advisor
- EvergreenHealth Board Quality & Safety Committee
- UW Family Medicine Primary Care Innovation Lab, Advisory Board
- UW Master in Health and Health Information Management Advisory Board