

# Rob Bowman

Operating Partner - Technology Strategy Services



rob.bowman@cxo.partners

## RELEVANT EXPERIENCE

Rob Bowman is a global healthcare, biotech, financial services, and industrial technology executive who supports clients as an **interim CIO, CTO, and Chief Product Officer**. He transforms and optimizes the core capabilities of an enterprise's technology platforms and processes to maximize systems' ROI and improve the performance of operations and people.

During his distinguished career, Rob served as **CIO and Head of Digital Products and Platforms for American Associated Pharmacies (AAP)**. As a member of the senior executive team, he established and implemented the technology vision, strategy, alignment, and digital transformation of a \$500M member-owned cooperative (GPO) of independent pharmacies. He also led efforts to build technology-enabled services, enhance profitability, and streamline processes.

At **Anthem**, Rob developed an innovation studio for this \$85B corporate enterprise, the nation's largest for-profit managed care company. He led commercial and national accounts innovation, including Blue Cross plans across 19 states with 38M members.

He has also held positions as **Director of Healthcare Advisory Services at KPMG, LLC**, and as Director at **Duke University's Clinical Research Institute**.

Rob has served in fractional CTO leadership roles across a range of private-equity backed digital health ventures, delivering agile design, development, and product advisory services, while deploying AI, SaaS, and technology-enabled services to healthcare clients in payor and provider markets. Rob has achieved significant wins for his clients as an interim executive, including:

- Served as a **Fractional CTO** role for a silicon-valley cloud-based, AI-enabled data intelligence (SaaS) company. He developed healthcare AI use cases through implementation and led population health AI proof of concept with value analysis for a \$24B BCBS plan.
- As **Interim CIO for Trinity Health**, he transitioned \$50M Cerner managed services contract in-house with a successful ambulatory EHR migration and revenue cycles rebuild.

## PERSONAL STATEMENT

I have worked extensively in technology leadership roles with integrated health systems, as well as managed care, pharma, and clinical research organizations to improve health outcomes, reduce costs of care, and deliver exceptional consumer experiences.

My clients tell me that I excel at strategic alignment and execution, and the development of high-performance, cross-functional teams. I have a proven track record in legacy systems modernization, cloud and edge computing, data quality, interoperability, and enterprise architectures driving AI and digital engagement. I am also adept in clinical and revenue cycle systems, workflow automation, and process improvements

## PRACTICE FOCUS

CXO Partners provides a full complement of interim technology executives, including Chief Information Officers, Chief Technology Officers, Chief Information Security Officers, Chief Data Officers, and Chief Digital Officers. Among our key services and solutions are:

**Technology Adoption & Organizational Transformation:** We align, structure and efficiently operationalize all facets of IT within many different industry verticals, including Financial Services, Fintech, Healthcare, Energy and more.

**Investment Management & Business Improvements:** We drive operating efficiency and customer satisfaction improvements by introducing architectural solutions and automation to enhance engagement with internal and online customers. These strategies include data asset management/utilization, vendor assessments and replacing/enhancing proprietary legacy systems, infrastructures, and processes.

**Cybersecurity & Risk Management:** We direct the cybersecurity function within the organization through stepped maturity roadmaps, advancing the organization's security profile and maturity level. We install programs to continually monitor risks and identify new threat actors maintaining a highly effective security posture, resulting in limiting significant breaches.

**Change Management & Optimization:** We spearhead the creation of identifying opportunities for automation and efficiency resulting in roadmaps and strategies in all aspects of IT and Operations that lead to surpassing business goals, investor and shareholder expectations, and market and regulatory demands. We also introduce industry best practices and KPIs for project and portfolio management, including the launch of new Enterprise PMOs.

## EDUCATION

**Washington University (St. Louis)** - Joint master's degree in Health Administration and Information Management

**University of Alabama-Huntsville** - BS Information Systems/Computer Science