

# JASON M. GELSOMINO

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## Transformation Leader | Growth Facilitator | Strategist | Technologist

With over 25 years of experience as a seasoned technologist and technical leader, I have successfully managed intricate technological landscapes in diverse sectors, including healthcare, finance, and technology. Throughout my career, I've cultivated a strategic approach, consistently driving revenue growth, surpassing performance targets, and enhancing customer satisfaction through adept relationship management.

My expertise extends to proficient team leadership, fostering environments of heightened productivity, elevated morale, and positive work cultures. Demonstrating a proven track record in achieving substantial business outcomes, I excel in managing P&L effectively and ensuring financial stewardship aligned with organizational objectives.

## Experience & Milestones

**Infosys**, Jacksonville, FL October 2024-Present  
Vice President of Sales & GTM, Healthcare & Life Sciences

Infosys (Simplus) is a global leader in Salesforce consulting, providing businesses with complete end-to-end transformation services. As a trusted advisor, Simplus empowers organizations to fully leverage the capabilities of Salesforce's powerful CRM platform, driving innovation and operational excellence across all sectors.

### Highlights of Business Impact

- ▶ Develop and execute the GTM strategy for healthcare and life sciences, aligning with broader Salesforce practice objectives.
- ▶ Manage a \$30M+ P&L, ensuring revenue targets, profitability, and cost controls are consistently met or exceeded.
- ▶ Advise internal teams (Sales, Product, Marketing) on healthcare-specific GTM models and market entry strategies.
- ▶ Lead and mobilize Account Executives and Solution Engineers focused on healthcare to drive pipeline growth, achieving annual sales targets and maintaining a robust pipeline (\$100M+ pipeline coverage).
- ▶ Oversee pipeline management, sales enablement, and process optimization to improve conversion rates and shorten sales cycles.
- ▶ Partner with finance and executive leadership to ensure accurate revenue forecasting and reporting.
- ▶ Define and articulate the GTM value proposition for healthcare clients, including payers, providers, and life sciences companies.
- ▶ Build and maintain relationships with senior healthcare executives, leveraging a personal network for high-level outreach and closing strategic deals.
- ▶ Represent the Salesforce practice at healthcare industry events, panels, and strategic councils to build credibility and thought leadership.
- ▶ Drive the adoption and integration of AI-powered solutions in healthcare and life sciences, enabling clients to leverage predictive analytics, automation, and personalized care strategies.

- ▶ Collaborate with product and engineering teams to shape and launch AI-driven offerings tailored to healthcare and life sciences clients.
- ▶ Create and disseminate thought leadership content, case studies, and sales collateral tailored to the healthcare sector.
- ▶ Drive alignment across sales, marketing, solution engineering, and customer success teams, leading cross-functional projects to ensure clear ownership and accountability at each stage of the GTM funnel.

**Globant**, Jacksonville, FL June 2023-October 2024

Vice President & Healthcare & Life Sciences Global Salesforce Practice Leader

Globant, a global technology consulting and services firm, specializes in digital transformation, software development, and innovation. Collaborating with clients, Globant enhances technological capabilities, delivering cutting-edge solutions in AI, cloud computing, and user experience design.

### **Highlights of Business Impact**

- ▶ Create and implement technology strategies aligned with client business goals, driving digital transformation and optimizing resources. Achieving significant cost reduction, boosting efficiency by an average of 25%.
- ▶ Advise client leadership on leveraging current and emerging technologies across the full stack to achieve objectives, cut costs, enhance productivity, and boost revenue opportunities.
- ▶ Direct high-achieving, cross-functional teams in the successful implementation of innovative technology solutions, leveraging AI, machine learning, and cloud computing to enhance clients' operational efficiency and business agility.
- ▶ Optimize tech budgets through strategic planning and cost-effective solutions, consistently delivering projects on time and within budget achieving a revenue of \$30M, and maintaining a 50% gross contribution margin.
- ▶ Collaborate with cross-functional teams to enhance product and service offerings. Developed a roadmap and orchestrated seamless delivery of industry-leading solutions, increasing market share and revenue.
- ▶ Establish and direct high-performance, cross-functional technology teams, cultivating a culture of collaboration and innovation resulting in a 30% surge in productivity and employee morale.
- ▶ Coordinate seamless integration of diverse tech systems for clients, streamlining communication across business units. Implementing scalable infrastructure, accommodating 30% business growth on average, and adapting to evolving technical landscapes.

**Silverline**, Jacksonville, FL March 2022-May 2023

Senior Director, Healthcare Payer GTM Salesforce Practice Leader

Technology consulting firm that provides digital transformation solutions to healthcare and life sciences clients. Services include strategy development, technology implementation, and managed services.

### **Highlights of Business Impact**

- ▶ Executed successful go-to-market strategy, acquiring 25+ new clients and securing \$4.5M in net new signings in 2022, driving revenue growth.
- ▶ Co-managed high-value client accounts, contributing to an annual revenue of \$30M with full P&L responsibility.

- ▶ Enhanced sales processes by identifying improvement points, introducing sales patterning for risk mitigation, and improving time-to-value.
- ▶ Applied healthcare expertise to identify market trends, challenges, and emerging needs, translating insights into actionable strategies, and elevating the organization's reputation as a leading healthcare technology provider.
- ▶ Achieved a 95% client retention rate by fostering a culture of collaboration and accountability as a high-performing strategic leader.
- ▶ Enabled Sales Directors and Services Leads, resulting in increased average ACV, higher close rates, and expanded revenue opportunities.
- ▶ Provided influential thought leadership on industry trends and emerging technologies, shaping the company's business strategy.
- ▶ Transformed consulting services through the development of new offerings, team training, and delivery methodologies, driving business growth.

**OSF Digital**, Jacksonville, FL November 2021-March 2022  
Director, CPG & CG

OSF Digital is a global commerce and digital transformation company that specializes in providing omnichannel solutions to clients in various industries, including retail, healthcare, and technology. Services include strategy development, customer experience design, and technology implementation.

### **Highlights of Business Impact**

- ▶ Monitor and assess business expansion opportunities in assigned territory for Salesforce Commerce and Marketing Cloud.
- ▶ Build long-term relationships with new customers, understand their needs, and advise them on the best solutions/products based on company expertise.
- ▶ Maximize prospect engagement to align needs with company solutions and develop sales strategies for market segments.
- ▶ Collaborate with internal and external parties, propose solutions to customers, and develop bespoke solutions to meet customers' needs and close sales.

**Wipro Limited**, Jacksonville, FL August 2020-November 2021  
Partner, iDEAS-Apps & Data

Wipro is a global consulting firm that provides technology consulting, implementation, and managed services to clients across various industries. Wipro specializes in creating personalized experiences, optimizing business processes, and driving digital transformation.

### **Highlights of Business Impact**

- ▶ Surpassed HLS revenue targets of \$3.5M by creating and executing go-to-market strategies targeting the payer and provider space.
- ▶ Led and managed client relationships, driving revenue and engagement while delivering exceptional customer satisfaction as per contract.
- ▶ Developed innovative account strategies aligned with vertical/practice strategy, identifying industry trends for account opportunities, and creating new growth opportunities with portfolio companies.
- ▶ Proactively drove sales pursuits to capture maximum revenue share from emerging business opportunities, creating and executing client-specific annual account plans while incorporating key Wipro initiatives and priorities in account strategy.

- ▶ Showcased and leveraged Wipro's capabilities to influence the purchase of higher-value services and solutions, partnering with internal stakeholders and clients from proposal to deployment stages to ensure client requirements were met.
- ▶ Pioneered pipeline development and identified revenue opportunities within the client organization, identifying whitespace opportunities, and incorporating Wipro ventures through acquisitions.
- ▶ Developed and managed relationships and networks in the client organization, leading client review meetings/QBRs to review project performance, serving as a trusted SPOC for the client within Wipro

**International Business Machines (IBM)**, Jacksonville, FL January 2017 – August 2020  
Associate Partner & Global Sector Leader, Healthcare & Life Sciences

IBM is a global technology company that provides a range of solutions, including cloud computing, AI, blockchain, and cybersecurity, to clients across various industries. IBM is known for being innovative and having expertise in creating transformative technologies that help clients drive growth.

### Highlights of Business Impact

- ▶ Consistently surpassed sales targets, driving revenue of \$7.5m per year with a minimum of 35% gross profit, and played a key role in helping the Industry Leader achieve broader industry targets.
- ▶ Identified and capitalized on new Salesforce business opportunities in Healthcare, CPG, and State & Local markets, effectively showcasing IBM's unique value proposition to clients.
- ▶ Successfully grew and retained strategic accounts, including AmerisourceBergen, Coca-Cola, Frito Lay, Johnson & Johnson, Pfizer, Becton Dickinson, Cigna, and UnitedHealth Group.
- ▶ Led and motivated a high-performing team of Salesforce consultants and managers, delivering strategic recommendations, practical roadmaps, and plans that empowered clients to take decisive action.
- ▶ Explored innovative, disruptive strategies that created significant business value for clients, including new business models, increased efficiency and profitability, and optimal routes to market.
- ▶ Developed a comprehensive services business plan and solution roadmap for the sector, effectively representing the sector in the broader cross-functional IBM GBS plan and providing content to drive deals.
- ▶ Established a strong reputation as a recognized thought leader in one of the core domains through impactful conference presentations, white papers, and engaging client presentations, building awareness of IBM's credentials and expertise.

**Synaptic Advisory Partners, Inc.**, Jacksonville, FL September 2015 – January 2017  
Director, Solution Engineering

- ▶ Led the development efforts of the Salesforce environment for product demonstrations.
- ▶ Collaborated with the sales team to customize Force.com applications, exceeding customer expectations.
- ▶ Drove customer satisfaction by providing expert technical guidance for optimal solutions.
- ▶ Delivered dynamic products via multiple channels, ensuring support for client satisfaction.

**PaySpan, Inc.**, Jacksonville, FL October 2013 – September 2015  
Technical Manager, Product Engineering & Development

- ▶ Managed three teams of consultants, programmers, developers, and analysts within budget to plan, organize, direct, and evaluate product engineering and development operations.

- ▶ Develop and implement secure solutions to meet customer/client needs while protecting PaySpan assets by utilizing in-depth technical knowledge and business requirements.

## Early Career Highlights

I have gained diverse experiences across various industries, including as Corporate Development Officer at Florida Radiation Oncology Group and as Director of the Project Management Office at The Garage Inc. Additionally, I worked at Morgan Stanley Smith Barney in various roles, including Vice President of Automated Execution Technology Group, where I developed my skills in client relationship management, technology development, and financial analysis. Earlier in my career, I worked at Transcentive in account management and project management. Although some of these experiences may not be directly related to my current position, they have equipped me with valuable skills in problem-solving, relationship management, business development, financial analysis, and project management that have been essential to my success.

## Education

### **Doctor of Philosophy - PhD Student, Organizational Leadership**

Liberty University, Lynchburg, VA – 2023-Present

### **Master of Science in Information Systems**

University of Phoenix, Phoenix, AZ – 01/10/2011

### **Bachelor of Science in Business Administration**

University of Phoenix, Phoenix, AZ – 02/05/2004

Western Connecticut State University, Danbury, CT 1990-1993

## Skills

**Business Leadership Skills:** Sales Leadership and Strategy, Strategic Planning for Technology Innovation, Effective Relationship Building, Financial Stewardship, Effective P&L Management, Risk Mitigation, Governance, Digital Literacy, Disruptive Thinking, Forecasting, New Market Creation

**Industry Knowledge:** Go-to-Market Strategy and Execution, Thought Leadership, Healthcare Subject Matter Expertise, Sales Process Optimization, Digital Transformation, SDLC Management, Agile Development Principles, Regulatory Compliance, Vendor Management

**Technology and Software:** Salesforce CRM, Cloud Services, General Purpose Technologies (GPT), Emerging Technologies, Digital Innovations, Enterprise Solutions, Infrastructure Design, Data Strategy, IT Service Management (ITSM)

## Additional Leadership

**Board Member,** Salesforce Partner Advisory Board - 2023-Present

**Executive Mentor,** Tampa Wave - 2024-Present