

LUIS RODRIGUEZ

EXECUTIVE, TECHNOLOGIST

OBJECTIVE

I am actively seeking a new leadership opportunity where I can leverage my extensive experience in driving growth and innovation. I am eager to contribute strategic vision, a dedication to excellence, and a collaborative leadership style to a new organization. My goal is to contribute to a company's success by fostering an environment where teams thrive, emphasizing wisdom, integrity, and collective achievement.

KEY EXECUTIVE EXPERTISE

Business Management
Change Management

Strategy and Planning
P&L Management

Product Development
Technology Operations

WORK EXPERIENCE

PRESIDENT & CTO

2015 - 2023

Keycentrix, LLC. | Wichita, KS

During my tenure as President and CTO of Keycentrix™, I led our company through a period of significant growth and success in the pharmacy software industry. In this dual role, I was at the helm of a talented team spanning Sales, Marketing, Technology, Finance, Human Resources, and Support. My leadership was instrumental in aligning these diverse departments with our overarching business goals and objectives.

As the chief executive, I directed our technology and product development strategies, ensuring they were closely integrated with our business vision. This strategic alignment was key to maintaining our competitive edge and delivering superior value to our clients. I championed the implementation of innovative solutions and technologies, enhancing our product offerings and greatly improving customer satisfaction.

My influence extended beyond internal operations to the broader industry. As a thought leader, I represented Keycentrix™ on the board of directors for the National Association of Specialty Pharmacy (NASP). In this capacity, I advocated for technological advancements and shared our insights on the future of pharmacy technology. My industry contributions were further recognized through numerous national speaking engagements and articles in leading publications.

Central to our technological success was fostering a culture of innovation and collaboration within our teams. I cultivated this environment, driving high performance and continuous improvement across the board. This commitment not only strengthened our internal capabilities but also positioned Keycentrix™ as a leader in pharmacy software solutions, known for its forward-thinking approach and excellence.

SR. DIRECTOR OF SOFTWARE DEVELOPMENT

2009 - 2015

High Touch Technologies | Wichita, KS

As the Senior Director at High Touch Technologies, I had the privilege of leading our software development and product innovation efforts. I guided a talented team of developers and engineers, overseeing the design, development, and deployment of software solutions tailored to our clients' needs. I also spearheaded the Product Development and SDLC for our R&D initiatives, implementing agile methodologies to enhance efficiency and quality. By working closely with cross-functional teams, I ensured our technology strategies aligned with business goals. My focus was on fostering a culture of innovation and continuous improvement, contributing to our success in delivering high-quality software solutions.

ADJUNCT FACULTY

2009 - 2010

Friends University | Wichita, KS

During my time as an Adjunct Instructor at Friends University, I had the rewarding experience of teaching in the College of Adult and Professional Studies. I led classroom instruction on programming in ASP.NET, equipping students with essential skills in web development and software engineering. My role extended to teaching business intelligence data analytics, where I guided students in understanding and leveraging data to make informed business decisions. These courses were designed to blend practical skills with theoretical knowledge, preparing students for the demands of the professional world. Through these teaching roles, I was able to share my industry experience and foster a dynamic learning environment that encouraged growth and innovation.

WORK EXPERIENCE CONT.

PRESIDENT

2003 - 2005

NerdUnit | Wichita, KS

At NerdUnit, I built a successful technology consulting firm from the ground up, focusing on delivering top-tier software development and IT solutions. By prioritizing exceptional service and understanding our clients' needs, I developed a strong and loyal customer base. My approach ensured we consistently exceeded expectations, establishing NerdUnit as a trusted partner in the tech industry.

SIX SIGMA AGENT

2001 - 2003

Bombardier Aerospace | Wichita, KS

During my time as a Six Sigma Agent at Bombardier Aerospace, I played a pivotal role in driving process improvement initiatives that were closely aligned with the principles of the American Society for Quality (ASQ). Utilizing Six Sigma methodologies, I spearheaded projects that significantly enhanced operational efficiency and achieved substantial cost savings across various departments.

In my role, I led cross-functional teams to identify and resolve critical business challenges, employing data-driven decision-making and rigorous analytical techniques to optimize processes and outcomes. This collaborative approach not only improved operational performance but also fostered a culture of continuous improvement within the organization.

Additionally, I provided Six Sigma Green Belt certification instruction twice a year, equipping team members with the skills and knowledge needed to execute Six Sigma projects effectively. This training was instrumental in building a robust pipeline of Six Sigma practitioners, further embedding quality and efficiency into Bombardier's operations.

My work at Bombardier Aerospace underscored the transformative power of Six Sigma and quality management, demonstrating how structured methodologies can lead to significant business improvements and align with the highest standards of the ASQ.

AWARDS

2023

KANSAS TECH VISIONARY OF THE YEAR

2021

WBJ EXECUTIVE OF THE YEAR

2019

SURESCRIPTS WHITE COAT AWARD

2012

WBJ 40 UNDER 40

PROFESSIONAL ACTIVITIES

FlagshipKansas.Tech | Immediate Past Board Chair - <https://flagshipkansas.tech>

Wichita Chamber of Commerce | Board Member - <https://www.wichitachamber.org/>

Workforce Alliance of South Central Kansas | Board Member - <https://workforce-ks.com>

Downtown Wichita | Board Member - <https://downtownwichita.org>

NXTUS | Secretary - <https://nxtus.io>

WSUTech Industry Advisory Board | Member

WSU College of Engineering Advisory Board | Member

National Association of Specialty Pharmacy | Board Member - <https://naspnet.org>

Forbes Technology Council | Member - <https://councils.forbes.com/forbestechcouncil>

REFERENCES

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SUMMARIZED EXECUTIVE ACCOMPLISHMENTS

During my executive tenure, I spearheaded several transformative initiatives that propelled Keycentrix to new heights. One of our standout achievements was winning the prestigious Surescript's Whitecoat Award in 2019, marking the company's first industry recognition. This was just the beginning of a series of strategic advancements under my leadership.

I successfully repositioned Keycentrix's products as market leaders in pharmacy management and patient engagement software. This strategic pivot resulted in a remarkable 123% cumulative increase in EBITDA as a percentage of revenue over five years, achieved without outside investment, even amidst challenges like COVID-19, labor reshuffles, industry consolidation, and credit market pressures.

Building on our technological prowess, I forged long-term partnerships with industry giants such as FreseniusRX, Omnicell, Mark Cuban's Cost Plus Pharmacy, Healthwarehouse, and 23andMe. These collaborations were instrumental in creating scalable pharmacy operations that seamlessly integrated technology with operational excellence.

Financially, I closely managed our P&L to drive growth and successfully eliminated an inherited \$4 million in long-standing debt. My focus on cultivating a positive and efficient work environment led to an exceptional employee net promoter score of 89, as reported by independent surveys. This culture of achievement and fun translated into tangible customer satisfaction, with Keycentrix maintaining a 95% customer satisfaction rate as of March 2023.

I also guided the company through a comprehensive rebranding process that significantly boosted our online presence, increasing website visits from 20 per day to over 4,000 per day, and achieving a conversion rate of 0.02. Additionally, I transformed our software development operations from a Waterfall to a Scrum Agile framework, increasing our release cadence from one to eight releases per year and reducing our defect ratio to 7 defects per 2 million lines of code, down from over 3,000 defects per 1.7 million lines of code.

Furthermore, I implemented an organization-wide sales playbook that dramatically expanded our sales pipeline by 11.4 times. Each of these accomplishments underscores my commitment to driving growth, fostering innovation, and delivering excellence in every aspect of the business.