

JASON HATFIELD

Dallas-Fort Worth Metroplex, Texas
Jason_A_Hatfield@Yahoo.com • 214.906.3961
www.linkedin.com/in/JasonHatfield/

ENTERPRISE TRANSFORMATION & OPERATING MODEL AUTHORITY

Digital & Data-Enabled Transformation • Operating Models • Portfolio Unification • Regulated Environments

EXECUTIVE SUMMARY

Senior transformation leader with 20+ years driving enterprise-scale change across complex, regulated environments where digital modernization is intertwined with organizational readiness, governance, and multi-stakeholder alignment. Known for being brought in when transformation efforts are fragmented, politically constrained, or stalled; excels at restoring momentum by unifying platforms, portfolios, and operating models around measurable outcomes.

I lead transformations that convert complexity into durable operating systems, supporting \$27B+ in monthly transaction volume, \$13B+ in revenue ecosystems, and high-stakes environments spanning finance, compliance, operations, data, and technology. My work consistently aligns product, engineering, analytics, operations, and leadership into cohesive delivery systems that improve performance, transparency, and adoption — while strengthening trust, clarity, and human engagement through change.

SIGNATURE TRANSFORMATION IMPACT

- ❖ Enterprise Platform & Data Transformation: Modernized a fragmented analytics environment into a governed, commercial, and audit-ready ecosystem supporting \$27B+ in monthly transaction volume; consolidated five tools into a single enterprise suite, delivered \$10M+ value and ~27% cost reduction within eight months.
- ❖ Ecosystem & Portfolio Unification: Led a multi-year transformation scaling a single digital solution into an 18-platform ecosystem supporting \$13B+ in revenue, 45,000+ end users, and 180+ external partner integrations across complex, regulated value chains.
- ❖ Financial Performance & Value Realization: Improved cash flow and financial stability through end-to-end workflow modernization, delivering a ~40-day reduction in Days Sales Outstanding and accelerating cash realization by ~1.5 days.
- ❖ Operating Model & Delivery Acceleration: Designed and implemented operating models, governance, and portfolio discipline that increased delivery capacity by 31% and accelerated time-to-market by 66–69% across multi-team, multi-vendor environments.
- ❖ Global Leadership & Organizational Readiness: Built and scaled global teams (26+ across the U.S., India, and Latin America), sustaining 85%+ engagement while leading change through restructuring and modernization.
- ❖ Regulated Environment Leadership: Directed high-stakes transformations in compliance-driven environments, strengthening transparency, data integrity, and adoption across finance, operations, technology, and regulatory stakeholders while managing portfolios with \$80M+ P&L responsibility.

PROFESSIONAL EXPERIENCE

Pragmatic Disruptor, LLC – Dallas-Fort Worth Metroplex, TX

Chief Transformation Officer & Founder

(12/2025 – Present)

Founded Pragmatic Disruptor, LLC to provide fractional executive leadership and transformation advisory support for small businesses, nonprofits, and early-stage organizations navigating growth, complexity, or change. Focused on helping leaders establish clear operating models, governance, and digital foundations that improve decision quality, execution predictability, and organizational alignment.

- Designed operating models, prioritization structures, KPI dashboards, and planning rhythms to strengthen execution discipline and leadership clarity.
- Built digital foundations including websites, product catalogs, productivity tools, and lightweight workflows to support early commercialization and scale readiness.
- Advised founders, nonprofit leaders, and professionals through strategic planning focused on decision frameworks, accountability, and career or organizational inflection points.
- Reduced execution friction by implementing pragmatic governance and workflow alignment models that balance outcomes, speed, and human engagement.
- Applied AI-assisted development to create productivity tools that improve focus and execution.

McKesson – Irving, TX

Vice President of Digital Product Management, Customer Analytics & Insights (03/2025 – 12/2025)

Led enterprise modernization of the Enterprise Reporting & Analytics (ERA) platform supporting \$27B+ in monthly purchase volume across six business units. Transformed siloed reporting tools into a governed, audit-ready decision-enablement platform directly used for financial, operational, and clinical-adjacent insights.

- Unified 5 analytics tools → 1 ERA Suite, improving visibility, reducing duplication, and strengthening data governance across regulated workflows.
- Expanded ERA into a 129+ data-product ecosystem, increasing warehouse capacity 17% and establishing data-as-a-product standards.
- Delivered \$10M+ incremental value and ~27% cost reduction through consolidation, commercialization, and infrastructure optimization.
- Modernized operating models across Product, Engineering, Finance, Operations, and Analytics through enterprise intake, prioritization, and QBR governance.
- Increased delivery velocity ~69%, accelerating regulatory and business-critical insights delivery.
- Strengthened DSCSA alignment, audit readiness, and compliance practices across ERA data flows.
- Built and led Centers of Excellence (Data, Platform, Solutions), improving stability, engagement, and capability maturity.

Head of Digital Retail Product Management & Director of Development, CPH (04/2020 – 02/2025)

Directed transformation of McKesson's community pharmacy digital ecosystem into 18 connected platforms supporting \$13B+ distribution revenue, 45,000+ pharmacies, and 180+ payer relationships.

- Modernized the myPortals B2B ecosystem from two sites to a unified solution containing clinical, financial, operational, marketing, and regulatory workflows which sustain ~\$48M annual revenue.
- Integrated 180+ payers across ProviderPay, Central Pay, MAC Success Manager, and Effective Rate Reporting tools.
- Achieved ~40-day Days Sales Outstanding (DSO) reduction and 1.5-day cash acceleration which directly improved pharmacy financial health and cashflow.
- Modernized operating rhythms, governance, and KPI structures across six business units.
- Improved delivery capacity 31% and accelerated time-to-market ~66%.
- Strengthened pharmacy experience through dashboards that improved rebate visibility, reimbursement pattern insights, and operational performance.
- Built and led a global team of 26 with high engagement and succession development.

Senior Product Manager, Marketing – Product & Program Management (04/2018 – 03/2020)

Directed digital product strategy and commercialization for my.HealthMart.com and my.McKesson.com, supporting 45,000+ independent pharmacy users.

- Co-developed a commercialization framework and Feature Function Library used by Sales & Marketing to communicate pharmacy value, driving more consistent messaging and product adoption.
- Reduced issue-resolution time from 45 days to 2 days through Lean Six Sigma redesign.
- Built KPI dashboards and analysis practices driving a 42% increase in digital engagement.
- Led development of mobile and customer-facing workflows, strengthening trust and usability.
- Improved roadmap governance and investment alignment across Retail Marketing and business units.

Freeman – Dallas, TX

Assistant Director of Digital Product Management (04/2016 – 04/2018)

Led digital product management for event-technology solutions supporting a \$692M P&L, including PassPort—the backbone for 100% of Freeman-produced events (HIMSS, CES, Disney D23, Dreamforce).

- Directed roadmaps for mobile apps, planning tools, floorplans, and analytics platforms.
- Developed a data visualization hub and analytics tools improving event planning and onsite decision making for event organizers, producers, marketers, and leadership teams.
- Delivered enhancements that contributed to a 12% increase in engagement.
- Redesigned workflows which increased processing capacity 130% and reduced effort by ~10 hours/week.
- Partnered with U.S. and India engineering teams to improve release planning and prioritization.

Transamerica – Plano, TX

<u>Senior Manager, Digital Product & Healthcare Solution Management</u>	(12/2013 – 04/2016)
<u>Innovation Ambassador (Volunteer Leadership)</u>	(10/2013 – 04/2016)
<u>Senior Product Manager</u>	(04/2008 – 12/2013)
<u>Product Manager</u>	(09/2005 – 04/2008)

Directed product strategy, commercialization, vendor ecosystems, and digital modernization for insurance and membership portfolios impacting an \$80M P&L and 1.2M+ customers.

- Led strategy and operations for loyalty programs (~\$45M annual revenue) and insurance lines (dental ~\$7M; travel ~\$2M).
- Designed and launched a competitive \$3 prescription drug program supporting \$136M+ in revenue.
- Expanded product reach through PBM and provider network partnerships (Caremark, Optum, Delta Dental, Careington, New Benefits).
- Developed offerings generating ~\$5M in recurring annual revenue.
- Directed a \$2M outsourcing program delivering efficiency gains, cost reduction, and improved rebate value.
- Managed 35 vendor relationships, generating \$220K annual savings and significant cost efficiencies.
- Oversaw PCI/PII/HIPAA-compliant SaaS platforms and supported ACA-driven regulatory changes.
- Launched multiple membership websites; managed a 16-site digital servicing network supporting customer access and self-service.
- As an Innovation Ambassador, served on a 12-person cross-functional team advancing structured modernization practices; facilitated workshops, evaluated opportunities, and was selected as program co-captain as the initiative scaled.

EARLY CAREER

Capital One – Plano, TX, <u>Product Coordinator, Direct to Consumer Marketing</u>	(12/2001 – 08/2005)
Nortel – Richardson, TX, <u>Product Manager, Enterprise & Carrier Solutions</u>	(08/2000 – 06/2001)
Insurance Services Office (ISO) – Dallas, TX, <u>Product & Customer Service Specialist</u>	(08/1998 – 08/2000)

EDUCATION & CREDENTIALS

- **Master of Business Administration (MBA)**, Project Management — Capella University (2017)
- **Bachelor of Business Administration (BBA)**, Management — Texas Tech University (1998)
- **Professional Credentials:** Project Management Professional (PMP) • Six Sigma Green Belt • Product Management & Product Marketing (Productside) • Digital Accelerator (SMU) • Enterprise Agile (SAFe, Scrum, Kanban) • Enterprise AI & Agentic Frameworks coursework

CORE LEADERSHIP & TECHNICAL STRENGTHS

- **Transformation & Operating Models:** Operating model design • Portfolio governance • KPI/OKR systems • Intake, prioritization, and decision frameworks
- **Enterprise Digital & Ecosystems:** Multi-platform ecosystems • B2B/B2C/B2B2C delivery • Commercialization and scale enablement
- **Data & Analytics Enablement:** Data-as-a-product • Decision-enablement platforms • Regulated data environments (HIPAA, PII, PCI, DSCSA, CCPA, TDPSA, GDPR)
- **Change & Delivery Leadership:** Enterprise transformation • Organizational design • PMO and delivery model redesign • Agile and Lean execution
- **Customer & Experience Strategy:** Voice of Customer • Journey mapping • Member and pharmacy experience modernization
- **Human-Centered Leadership:** Global team leadership • Psychological safety • Coaching and leader development • SMART Goal creation and activating performance across teams
- **Leadership Framework based on:** Culture Drives Performance • Strengthen Strategy • Maximize Customer-First • Inspire Teams • Lead Continuous Value • Empower Team-Always

LEAD WITH PURPOSE. DELIVER WITH DISCIPLINE. TRANSFORM WITH PEOPLE