

Ralph T Wakerly
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BIOGRAPHY

Mr. Wakerly is President of Wakerly Partners Inc., a marketing and strategy consulting firm. He also recently co-founded C-Suite Resources, an executive advisory, education and market intelligence company. His consulting work is centered on helping healthcare product and services companies to improve their marketing and sales performance.

Mr. Wakerly has performed high impact consulting engagements for dozens of firms such as 3M Health Information Systems, GE Healthcare/IDX, IBM Healthlink, CDW Healthcare, Hewlett-Packard, Lawson Software, MedQuist, HIMSS, HealthPartners, Blue Cross Blue Shield of Minnesota, Medica, Fairview Health Services and the Scottsdale Institute. His engagements include strategic planning, marketing strategy/execution, brand assessment/positioning, product/services research, win/loss analysis, sales training and healthcare training.

He led HIMSS Analytics' successful entry into custom market research and strategy services. As marketing vice president at First Consulting Group (now CSC), he was a key contributor in building a leading brand position in healthcare information technology services. He is a pioneer in the development of community health information networks, the forerunner to today's Regional Health Information Organizations (RHIOs).

Mr. Wakerly is an advisor to the Scottsdale Institute, a healthcare association comprising executives from more than 50 prominent healthcare and healthcare information technology organizations. He serves on the board of the Bear Necessities Pediatric Cancer Foundation and the University of Illinois' Department of Industrial and Enterprise Systems Engineering. As Adjunct Faculty member of Elmhurst College, he teaches marketing, management and leadership. Mr. Wakerly is also an Adjunct Consultant for Right Management, the world's largest career transition and organizational consulting firm.

He is a frequent speaker on marketing, health information technology and career topics in venues such as national and local HIMSS conferences, and as an Executive in Residence at the University of Illinois. Mr. Wakerly holds a B.S. in General Engineering and MBA from the University of Illinois, Urbana-Champaign.