

YOLANDA PRITCHARD

Strategic account leader with 14 years selling into healthcare and payer markets. Built and led enterprise AM teams, managed \$40M+ books, and negotiated multi-year master agreements with Fortune 500 health systems. Strong at coaching AMs through complex renewals and politically loaded executive relationships.

CONTACT



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Minneapolis, MN

EDUCATION

January 2016 | M.B.A

University of Minnesota Carlson
School of Management

January 2011 | B.A. Health Policy

University of Wisconsin-Madison

KEY SKILLS

- Strategic account planning, enterprise renewals
- Executive sponsor programs and C-suite QBRs
- Multi-year contract negotiation and MSAs
- Team leadership, hiring, and coaching
- Salesforce, Clari, Gainsight PX, Tableau
- Healthcare and payer market expertise

PROFESSIONAL EXPERIENCE

Director, Strategic Accounts | Cedarmark Health Platforms | Minneapolis, MN, Denver, CO
May 2021 – Present

- Lead a team of seven strategic AMs covering a \$42M ARR book across 18 enterprise health system accounts.
- Delivered 119% of team renewal target in FY24 and grew net retention to 128% across the named accounts.
- Personally negotiated a five-year, \$8.4M master agreement with a top-10 nonprofit health system.
- Rebuilt the QBR program around clinical outcome metrics, which executive sponsors now request by name.
- Hire, ramp, and coach AMs; promoted three to senior strategic AM in the last two years.

Senior Strategic Account Manager | Vantora Care Solutions | Chicago, IL
April 2017 – February 2021

- Owned six enterprise payer accounts generating \$11M in ARR.
- Closed \$4.6M in expansion across two national payers by mapping our roadmap to their value-based care goals.
- Held quarterly executive sponsor sessions with C-suite buyers including two CFOs and one Chief Medical Officer.
- Led cross-functional war rooms for two competitive renewals worth a combined \$7M, both retained.
- Built the company's first executive sponsor program, later adopted across all strategic accounts.

Account Manager, Enterprise | Vantora Care Solutions | Chicago, IL
March 2014 – February 2017

- Carried a \$5M enterprise renewal and expansion quota across 12 regional hospital systems.
- Averaged 112% of quota over three years with no logo churn.
- Partnered with implementation on three multi-site rollouts, each over 4,000 clinical users.
- Coached two junior AMs on payer discovery and contract structure.

Account Manager | Lakebridge Practice Solutions | Madison, WI
February 2011 – February 2014

- Started as inside AM covering 80 mid-sized clinics and grew into a field role within 18 months.

- Carried a \$1.4M renewal book in year three with 96% gross retention.
- Drove the rollout of a customer reference program that supplied 40+ case studies to marketing.
- Won the 2013 Presidents Club for top renewal performance.