

# **JOSH HUREWITZ**

**6216 Greenmeadow Way, Baltimore, MD 21209 Cell (410) 598-0719; Josh.Hurewitz@Gmail.com**

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## **STRATEGY/MARKETING & BUSINESS OPERATIONS EXECUTIVE**

### **EXECUTIVE PROFILE:**

- A knowledgeable executive with 25 years of diverse education and experience focused on business strategy, marketing, new business development and acquisition/alliances across a wide range of industries, with a top tier BS, MBA and a research PhD.
- Deep technical experience in scientific and agricultural research, multiple types of security, healthcare outcome research and general business management.
- Core activity relates to focusing organizations on developing value propositions for businesses, developing strategies to leverage them and driving execution.
- Broad business discipline knowledge with an ability to integrate disparate aspects of business (marketing, finance and operations) into a balanced strategy. Highly-organized, manager and motivator; fosters team ownership. Excellent internal/external customer communicator.
- Unique ability to simplify complex problems to decision-relevant contexts. Adherent of evidenced-based management supported by qualitative and quantitative analysis. Well-developed ability to understand the business implications of technology and focus on key business drivers.

### **AREAS OF EXPERTISE:**

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|-------------------------------|---------------------------------|---------------------------|
| • Strategic/Business Planning | • Financial/Operational Metrics | • Financial Management    |
| • Bus. Plan/Case Development  | • Budget & Cash Flow Mgmt.      | • Acquisition Integration |
| • Market Research/Planning    | • Bus. Process Improvement      | • Alliance/JV Development |
| • Business Model Development  | • Project Management            | • Mentoring/Team Building |

### **PROFESSIONAL EXPERIENCE:**

#### **JOSH HUREWITZ, PHD, MBA D/B/A GROWBRIDGE**

**BALTIMORE, MD**

##### ***Principal Management Consultant***

**1990-1993 & 2004-Present**

Provide strategy and marketing consulting to companies across a range of industries including aviation, energy, communications, security, agriculture, SW development, construction, telephony, education, healthcare, automotive products, real estate, insurance, industrial food, building materials, product development, patent processes, various professional services, event planning, furniture, home services and others. Engagements included time limited efforts that started with a business assessment and identification of key business drivers and then recommendations/plans for moving forward, with performance metrics. Implementation was typically included in engagements

#### **ARINC INCORPORATED**

**ANNAPOLIS, MD**

##### ***Senior Director, Corporate Business Development***

**2000-2004**

A \$1.2B company that supports commercial and military aviation engineering/communication

- Developed and executed method for evaluating underperforming and proposed businesses and acquisitions with go/ no-go gates. Process adopted to quickly evaluate 10's of new businesses per year and outlined key execution milestones and risks to be managed-Drove capital investment across the company.
- Led internal effort to secure private equity investment. Resulted in two offers, \$100M and \$500M+.
- Recruited and directed an internal market research/consulting group who oversaw BU business development activity.
- Formulated, explored/executed external relationships (acquisition/alliances/VARS) with GE, British Telecom, CISCO, Parsons, Intergraph, Sabre, Airbus, Astrium, Tenzing, UAL Multiforward, DesCartes, ADCCChina, Jouve, Caleb, Exostar, AeroV, Anset, Speedwing Mobile, PaxNet, Starling Transtech, Rannoch, Spacelogic, FlyIt, CTA and others
- Developed JV in the Wi-Fi space with Airpath and Parsons which rolled out to 40+ airports within 2 years;
- Recast a technology maintenance business, that was spun off to achieve lower cost targets and gain competitiveness;
- Developed partnership strategy with CISCO for interoperability across public safety agencies.

**HEALTHWARE SOLUTIONS INTERNATIONAL****BALTIMORE, MD*****Manager, Business/Product Development*****1999-2000**

Start-up SW firm focused on enabling the provision of quality healthcare and cost management

- Product manager for a web-based analytical/decision support software product from functional/technical, marketing and implementation perspectives; Product was based on standard clinical quality measures, diagnoses-related best practices and internally-developed Activity-Based Costing
- Provided product definition while leading the product requirements team and was the market interface with SW development to align product features with customer needs; Product Beta was installed and operating
- Did direct face-to-face marketing at tradeshow and with large or market segment reference customers.

**INTEGRATED HEALTH SERVICES,****OWINGS MILLS, MD*****Director, Business Management Systems, Strategy & Development, Outcomes Management*****1996-1998**

A \$3.5B vertically integrated healthcare company with 2,000+ locations/facilities;

- Formulated and directed a company-wide effort to ready the company for a new government reimbursement system (PPS). Involved overseeing and directing 44 multi-disciplinary projects involving more than a hundred team members; Considered as the most comprehensive program in the industry (bootlegged by many other companies in the industry).
- Developed unique outcome management system for Sub-acute patient populations which was used to differentiate the offering to drive managed care business with facility performance data.

**MANOR HEALTHCARE CORPORATION****SILVER SPRING, MD*****Manager, Market Strategy & Development, Lead Outcomes Management*****1993-1996**

A \$2B healthcare company with operations in 30+ States

- Developed pricing strategy which increased customer satisfaction and EBIT by \$3M per year.
- Used internal and external (DRG, Geographic) data to explore horizontal extensions and new services.
- Developed quality and marketing/operations dashboards that tracked geographic market shifts, value of specific customers or types of customers, value (benefit/cost) of internal activities and competitive trends.
- Developed an outcomes management system for therapy patients to satisfy payers' requirements for patient progress measurement.

**BARTON-GILLET COMPANY****BALTIMORE, MD*****Assistant VP of Market Research/Analysis*****1989-1990**

The nation's premier institutional marketing consulting company

- Performed a wide range of secondary and primary market research in support of developing promotional strategies for non-profit institutions, primarily in support of college admissions, university fund raising, and hospital promotion.
- Performed and analyzed overlap analyses that was the basis for competitive positioning of colleges vis-à-vis each other.
- Described competitive environments of a variety of institutions in support of market positioning and re-positioning strategies. Clients included: Johns Hopkins, U of Michigan, Northeastern, Loyola, Empire State College & Others

**ENVIRONMENTAL PROTECTION AGENCY, WASHINGTON, DC*****Research******Analyst*****1988**

Assigned to the "Regulatory Innovation Group" tasked with developing a methodology for understanding why companies do not comply with environmental regulations. Resulted in research-based hypotheses that were subsequently analyzed by permanent staff. Developing a comprehensive database of Environmental Engineering programs and development of ideal curricula that related the multidisciplinary environmental tradeoff-analyses.

## **EDUCATION:**

Cornell University.....	<b>MBA</b> Quantitative Analysis, Operations and Marketing	1988
Rutgers University.....	<b>Ph.D.</b> Horticulture/Plant Physiology/Biochemistry	1984
Rutgers University.....	<b>MS</b> Horticulture/Plant Physiology	1982
Cornell University.....	<b>BS</b> Plant Breeding/Genetics	1980

### **Cornell University Department of Plant Biology/Biochemistry, Ithaca NY** 1984-1987

*Academic Faculty/Principal Researcher/Post-Doctoral Associate*

Directed plant biochemistry research focused on understanding the coordination of protein synthesis in developing leaves; Developed enhancement of an “*in organello*” chloroplast system that allowed for extending the duration of key experiments. Designed and executed a research program which resulted in findings that were published in the premier plant physiology/biochemistry journal; Team taught courses to graduate students.

### **Rutgers University, New Brunswick, NJ** 1980-1984

*Instructor/Lecturer/Graduate Student*

Performed plant biochemistry/physiology research which culminated in three publications in scientific journals and significant follow-on funding; Supported development of funding proposals for research based on findings/publications. Lectured frequently in undergraduate courses and led all laboratory sessions in general horticulture, plant propagation, vegetable crops and other selected courses.