

## Michael Byrd

14116 Roaring Camp Road  
Poway, CA 92064

(619) 889-6551  
Michael.byrd@sharp.com

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## EXPERIENCE

### Sharp Health Plan

Sharp Health Plan is the only local, not for profit health plan in San Diego serving the community since 1992, and a pivotal part of San Diego's largest integrated delivery system, Sharp HealthCare. Covering 145,000 lives through a wide range of public and private organizations, ranging from two-person small businesses to large employers such as the City of San Diego, Sharp Health Plan has built a stellar reputation for high quality and service excellence.

### Chief Business Development Officer (3/11 – present)

- Serve as the executive responsible for growth, overseeing the following business units: sales and account management for all LOBs, marketing, customer experience, digital, communications, product development, and wellness.
- Grew revenue from \$226 million to \$957 million (2011-2023), representing a 12.8% CAGR.
- Grew membership from 48,821 to 146,334 (2011-2023), representing 9.6% CAGR.
- Achieved profitable membership and revenue growth always meeting/exceeding operating margin targets.
- Led new market entry into the individual LOB in 2014 including participation in Covered CA with highest San Diego market share in 2022 and 2023.
- Led new market entry into CalPERS in 2014, growing to highest San Diego market share 4 years after entry.
- Led new market entry into Medicare LOB in 2015, growing membership to nearly 13,000 lives which represents a 70% CAGR.
- Led negotiations and rate setting with Sharp affiliated medical groups and hospitals for multiple LOBs, beating the average medical trend in San Diego for more than a decade and establishing a trusted brand for financial stability and predictability in rates.
- Led the following product launches instrumental to the growth of the company: two high performance networks, an HDHP product, a Point of Service product, a PPO product, commercial/Medicare dental products, and a market leading MA product.
- Achieve the following distinctions: highest member rated commercial health plan in San Diego nine years in a row, a 5-star quality rating from CMS in 2022 and 2023, and ranked by U.S. News and World Report as having one of the best Medicare Advantage plans in the country 2022-2024.

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### **American Specialty Health**

American Specialty Health is a privately held, licensed health care organization headquartered in San Diego, California. It posted approximately \$170 million dollars in annualized revenue in 2010 coming from three product lines: specialty managed health care products (e.g. chiropractic, acupuncture, physical therapy, etc.), wellness programs, and integrated fitness products for the Medicare market.

### **Vice President, Sales Strategy & Support (7/09 – 3/11)**

- Led corporate growth strategy to better understand the competitive landscape, to develop the organization's sales and marketing strategy, and to feed insights to the product development team.
- Overhauled the proposal and RFP process to improve success rate in reaching finalist meetings.
- Launched an integrated CRM to track sales pipeline, competitive intelligence, acquisition strategy, and consultant management,

### **National Sales Director (10/05 – 7/09)**

- Reformulated the sales strategy to consolidate the product line, to broaden our reach in the large case market, and to rebuild sales team.
- Grew group sales revenue 15% totaling \$4.3 million and secured \$6.3 million in new health plan contracts..
- Led sales team to achieve the distinction of selling more key accounts in the history of the company with 70% of the sales team reached their revenue targets.
- Promoted Healthyroads through public speaking events at AHIP, CAHP, the Republican Governor's Association, etc.

### **Director of Operations, Healthyroads (8/03 – 10/05)**

- Operated wellness LOB with more than 45 FTEs and scaled operations to support an eligible membership of more than 500,000 lives.

### **Sr. Manager of Operations, Healthyroads (5/02 – 8/03)**

- Led a new market entry with the launch of Healthyroads, a phone- and Web-based health improvement program, which became a significant growth engine for the company covering more than 4 million total members nationwide.

### **Project Manager, Sales and Marketing (5/01 – 5/02)**

- Secured a national contract with CIGNA for a phone-based health improvement program serving as the impetus for a new LOB focused on wellness.

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### California Smokers' Helpline

The California Smokers' Helpline is a grant-funded public health program run by UCSD Medical School to help people quit smoking. Started in 1992, the program was the first of its kind, and after demonstrating its effectiveness through several research studies, it now serves as the model for other quit-lines nationally.

### Manager (8/99 – 5/01)

- Co-authored research papers regarding the effectiveness of telephone counseling for smoking cessation.
- Developed an internet site to recruit teenage subjects for a million-dollar, statewide research study.
- Managed a staff of over forty counselors and oversaw day-to-day operations.

### Project Manager (6/95 – 8/99)

- Developed protocols to monitor the progress of research projects and facilitated research meetings.
- Completed a successful research venture with SDSU on time and under budget.

### Counselor (12/92 – 6/95)

- Developed the counseling protocol and interview instruments that serve as the best practice guidelines for tobacco cessation counselors in the industry today.
- Personally assisted hundreds of Californians to successfully quit smoking.

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## EDUCATION

### **Master's of Finance in Business Administration**

San Diego State University  
Awarded in 2001

### **Master's Degree in Social Work**

San Diego State University  
Awarded in 1997

### **Bachelor of Arts in Psychology**

University of California San Diego (UCSD)  
Awarded in 1993

## SKILLS

- Strategy
- Market analysis
- Sales and marketing
- Product development
- Negotiation
- Public speaking
- Leadership development
- Information management
- Forecasting and budgeting
- Proposal writing

## PUBLICATIONS

### **Telephone Counseling as Adjuvant Treatment for Nicotine Replacement Therapy in a "Real-World" Setting (2000);**

Journal of Preventive Medicine 31, 357-363.

### **Evidence of Real-World Effectiveness of a Telephone Quitline for Smokers (2002);**

New England Journal of Medicine V347, No. 14.