

# PAUL B. MACCREADY, JR.

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## SUMMARY

Strategic thinker with proven success of driving value in leadership, account management, operations, and sales. Demonstrated ability to adapt quickly. Industry experience covers a broad range: insurance administration, healthcare operations, regulatory reporting, Medicare, tax, and unclaimed property. Comfortable with travel and leading remote team members.

## PROFESSIONAL EXPERIENCE

**ESCHEATIFY (dba Missing Wealth)** **2023 - Current**  
*Director, Business Development* *Leawood, KS*  
Introducing a new product line and generating partnerships to expand a startup. \$5M goal.

**SOVOS** **2020 - 2023**  
*Global Account Manager (National Accounts)* *2/23-11/23* *Leawood, KS*  
Responsible for relationships to twenty-two national accounts with a primary focus on financial service clients (insurance, managed care, banking). Annual new revenue quota: \$650K.

*Senior Global Partner Manager (Alliances)* *7/21-2/23*  
Recruited, contracted and cultivated relationships with channel partners expected to generate \$650K in new annual revenue through direct and referral sales.

- Produced \$1M versus quota of \$600K
- Secured top banking platform as partner.

*Director (Liability Reduction and Remediation)* *7/20-7/21*  
P&L responsibility for a new service line.

- Yielded \$910K revenue at 80% margin.
- Delivered \$3M in savings to clients.

**KEANE** **2013 - 2020**  
*Director, COO National Consulting Practice* *Leawood, KS*  
Ran a team of 24 professional consultants. Responsible for strategic planning, financial performance and administrative oversight.

- Increased capacity by introducing a new team concept for service delivery.
- Maintained service levels and profitability during unexpected period of high turnover.

**MARKETSPHERE CONSULTING, LLC** **2010 - 2013**  
*Director – Life Insurance Audits* *Overland Park, KS*  
Consultant to national life insurance companies during unprecedented national scrutiny brought on by multistate audits. Oversight for over \$1 billion of exposure. Public speaker during this time.

**COVENTRY HEALTH CARE OF KANSAS** **2009 – 2010**  
*Chief Operating Officer (COO)* *Overland Park, KS*  
Operational oversight for a \$500M managed care plan. Responsible for provider contracting, clinical support, regulatory compliance and all aspects of the Medicare Advantage plan (sales and compliance).

**MOBILECARE 2U (MC2U)****2005 - 2008*****President & CEO****Overland Park, KS*

Turned under-performing start-up around by applying strict management disciplines resulting in measurable improvement: Doubled the number of commercial clients (222 from 108), quadrupled gross revenue (\$3.6 million from \$0.9 million), and achieved sustainable positive cash flow.

**HUMANA, INC.****2002 - 2005*****Director, National Accounts****Phoenix, AZ*

Responsible for retention of strategic accounts like Swift Transportation (10,000+ employees).

***Director, Consulting Practice****Louisville, KY*

Drove major increases in operational efficiency using project management techniques including best practice replication, process mapping and statistical analysis.

**DELTA DENTAL PLAN OF KENTUCKY****1996 - 2001*****Vice President of Operations and Chief Operating Officer****Louisville, KY*

Led Underwriting, Claims, Customer Service, Information Systems (IT), Billing, Eligibility, Printing, and Mail Services units making up 80% of all associates.

- Managed a complete systems conversion.
- Slashed admin ratio by 30%.
- Led team to independence from BCBS.
- Presented quarterly updates to the Board.

**THE PRUDENTIAL HEALTHCARE GROUP****1987 - 1996*****National Account Executive****Chicago, IL*

Responsible for multi-location, managed care accounts including Kraft Foods, Inc., The Quaker Oats Company, Sweetheart Cup, and The Florsheim Shoe Company.

***Marketing Manager****Minneapolis, MN*

Responsible for National RFP responses, Marketing, Communications, and Data Analysis.

- Designed, staffed and managed unit supporting National Accounts (proposals, custom materials, general collateral, client specific data analysis, IT support) for new office.
- Introduced concept of a library of RFP responses drastically reducing turnaround time.

***Regional Group Manager****Minneapolis, MN*

Responsible for sales and service of Life, Dental, Medical and Disability Group Insurance products with special focus on Managed Medical (HMO, PPO, and POS) and Managed Dental (DMO).

- Maintained relationship with key brokers & consultants including Towers Perrin, Alexander & Alexander, Hewitt/Aon, Mercer, and The Wyatt Company.
- Led sales efforts responsible for obtaining clients such as: Target Stores, Control Data Corporation, The St. Paul Companies, and The Valspar Company.
- Named Prudential Group Representative of the Year for 1992 based on sales volume (\$22M).

**EDUCATION / CERTIFICATION / LICENSES**

*The University of Minnesota/Carlson School of Management, Minneapolis, Minnesota*  
Master of Business Administration

*Grinnell College, Grinnell, Iowa*  
Bachelor of Arts, Economics

*Chanimal University, Austin, Texas*  
Certified Channel Manager

\*Have held Life & Health license in the past