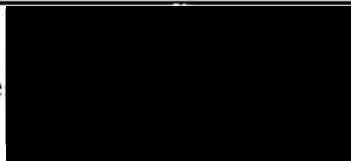


Committee on Energy and Commerce
U.S. House of Representatives

Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Joe Robinson		
2. Your Title: Sr. Vice President, Health Systems Solutions		
3. The Entity(ies) You are Representing: Philips Healthcare		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	<input checked="" type="radio"/> No
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. N/A		
6. Please attach your curriculum vitae to your completed disclosure form. Attached		

Signature



Date: 4/28/17

Summary

Senior executive with extensive experience building high performance teams. Demonstrated record of accomplishment driving profitable growth for large multinational companies and midsize regional businesses within the healthcare industry. Expertise includes building and leading cross-functional teams, running businesses within a business, strategy, and developing people.

Professional Experience

PHILIPS HEALTHCARE, Bothell, WA

2007-Present

Senior Vice President Connected Care Solutions and Government, Reporting to CEO of North America.

Responsible for Government, Healthcare Informatics, Population Health, Managed Equipment Services, Patient Monitoring, Health Transformation Services and Digital Health Platform.

- Creation of new “solutions” team to deliver across the Philips NA enterprise
- Developed and deployed new Populations Health team to leverage market opportunity
- Develop and deploy solutions strategy for NA
- Develop and deploy singular informatics strategy and GTM
- Recipient of Global CEO leadership award
- Exceeded all financial targets
- Industry CEO MITA

Senior Vice President Enterprise and Government Solutions, Reporting to CEO's of North America

Responsible for strategic programs across Philips portfolio in North America. Started new business development program in public sector.

- Realigned multiple groups in NA in focused Healthcare Enterprise team, Led IDN strategy
- Restructure Government Affairs function to align with key business objectives for growth
- Developed and launched new Government Solutions Business Development team
- Exceeded initial 2 year financial plan
- Met/exceeded all financial targets in current role

Senior Vice President Imaging Systems NA, Reporting to CEO North America

Responsible for the Imaging Systems business in North America. Lead team of 450 sales and marketing professionals in addition to alternate distribution channels to grow market share and profitability.

- Reorganized and realigned sales and marketing teams and processes to grow profitable share
- Imaging Systems share growth in a declining market over 4 years
- Named to board of directors of Philips Medical Capital
- Successful completion of LEAP course/project with IMD
- Member of MITA board of directors and executive committee
- Developed and launched “OR Channel” in North America

Vice President General Manager MRI, Reporting to Senior VP of Sales and Marketing

General Manager for MR business in NA. Responsible for MR Field sales, Marketing, and North America Clinical Science groups. Lead the comprehensive strategy development and deployment for the MR sales and service business. Key metrics include, orders/revenue/profitability, margin, and cash flow.

- Launched project to reshape MR in North America
- Reorganized MR Marketing group
- Redeployed MR field sales
- Active member of global MR executive team

TOSHIBA AMERICA MEDICAL SYSTEMS, Tustin, CA

2006-2007

Zone Vice President of Sales, Reporting to Senior VP of Sales

Manage northeast zone sales and modality management team. Have stabilized a historically under performing team, redesigned sales territories, and implemented sales forecasting process. Zone is currently #1 in North America.

- Reorganized and realigned sales territories and roles within the zone.
- Moved NE zone from last place to first place within 6 months

AMERICAN RADIOLOGY SERVICES, Baltimore, MD

2005-2006

Senior Vice President, Marketing, reporting to CEO

Managed Sales and Marketing team, "Nighthawk" teleradiology business, and MR/CT/PET operations. Key leader engaged in multiple aspects of the business including quarterly board meetings, budgets, managed care contracts, and P&L responsibility.

- Reorganized/redeployed sales team to maximize growth through "strategic targeting."
- Designed and implemented growth plan leading to 10% YOY volume increase.
- Developed and implemented performance based compensation model.
- Grew teleradiology business into additional states, achieved volume growth of 20%.
- Reduced service related expenses by 20% while increasing quality.
- Engaged in direct lobbying efforts at Maryland state capital.

PHILIPS MEDICAL SYSTEMS, Bothell, WA

1994-2004

Vice President of Marketing, North America, reporting to CEO (2003-2004)

Managed North American Marketing team in all product segments including Diagnostic Imaging, Medical IT, CMS and Clinical Education. Led team of over 300 on three campuses across the US, with a \$2.4B budget. Worked with factories to build realistic budgets based on market analysis.

- Designed and launched new marketing organization focused on leveraging key product and service strengths.
- Active member of Philips Global Marketing team.
- Led market share growth initiative resulting in 2.7 points of growth YOY.
- Executed most successful RSNA shows for Philips in 20 years.
- Launched "Luminary Business" program leveraging key customers and visitor center

Zone Vice President of Sales, Atlanta, reporting to Senior VP of Sales (1999-2003)

Managed "South Zone" consisting of five regional sales teams. Developed and implemented growth plan. Exceeded budget for three consecutive years. Reshaped regional management team, redeployed regional boundaries, and led "alternate distribution" strategy for the North American sales team.

- Exceeded budgets and led orders performance in North America in 2000, 2001, and 2002.
- Presidents Board award recipient 2001 and 2002.
- Mentored and promoted South Zone team members into leadership positions in PMS.
- Led team through two major reorganizations, and maintained the lowest turnover rate in NA.
- Developed and implemented Zone forecasting process.

GENERAL ELECTRIC MEDICAL SYSTEMS, Waukesha, WI**1997-1999****Region Manager, Philadelphia, PA**

Managed sales operations for a large region, over \$200M in volume. Worked closely with service team to develop business plan resulting in the #1 growth status in the country. Redeployed sales territories to maximize alternate distribution channel.

- Achieved 120% of operating plan in 1998.
- Chosen as member of GE/Marquette integration team.
- Completed six Sigma training and Region Managers Training courses.
- Built high performance team and promoted several into leadership positions in GEMS

SIEMENS MEDICAL SYSTEMS, Malvern, PA**1991-1997****District Manager, Philadelphia (1995-1997)**

Managed largest sales and service district in the US, \$50M orders/sales budget. Active participant in Malcolm Baldrige re-engineering committees.

- Refocused sales teams to solution based selling resulting in 115% of 1995/1996 sales budget.
- Recognized as #1 in service performance among 19 districts.

District Manager, Kansas City, KS (1993-1995)

Managed and revitalized historically weak sales and service region resulting in 99% budget achievement. Served on several corporate committees to improve sales competency.

Account Manager, Washington, DC (1991-1993)

Managed and turned around full line sales territory in 12 months. Recognized with multiple awards including Image of Excellence each year, Masters Club, #1 in Financial Services sales, etc.

CAPITAL X-RAY SYSTEMS, Springfield, VA, reporting to CEO**1983-1991****Sales and Service Manager (1987-1991)**

Managed Sales and Service team resulting in 20% YOY growth. Developed third party service division. .

Sales Representative (1983-1987)

First job in sales, managed a large territory in MD and VA. Recognized as #1 sales rep each year.

Education

Bachelor of Science, Healthcare Administration, Departmental Distinction, Columbia Union College, Takoma Park, MD

Certificate, School of Radiologic Technology, Washington Adventist Hospital, Takoma Park, MD