

11/5/2014

# **Deb Casurella**

651.335.0951

dcasurella@MyAgData.com 405 S. Banker Street, PO Box 629, Effingham, IL 62401 www.IndependentDataManagement.Com

### **Education**

University of Minnesota

1990 | ME Training and Organizational Development 1983 | BSB Management Information Systems

# **Summary**

I have over 30 years of hands on experience delivering practical operations and information technology solutions to solve real business problems. I have worked in environments ranging from small startups to large multinationals in insurance (including crop insurance), transportation and health care.

### **Experience**

# CEO & Managing Director | May 2012 - Present

Independent Data Management LLC | Effingham IL

Independent Data Management has created MyAgData®, a tool enabling producers, their crop service provider, or their crop insurance agent to use data collected in the field to streamline USDA acreage and production reporting. I am responsible for leading the company to define, design, build, implement and support our customers and products.

#### Sr. VP & Chief Information Officer | September 2009 – June 2011

Producers Ag Insurance | Eagan, MN

ProAg is the 5th largest administrator of the US Federal Crop Insurance Program. The company was acquired by CUNA Mutual where I conducted the technology due diligence, developed the migration plan, and provided leadership through the integration. Upon purchase I was named CIO. Accomplishments include:

- Insourced the technology function and stabilized the application which was previously managed by a 3rd party.
- Implemented the applications to support the largest program change in Crop Insurance in 10 years per regulatory requirements.
- Developed the technology strategy, received Board of Director approval, and initiated a \$22M software rewrite using Microsoft technologies and the Agile methodology. Four key pieces are complete: Agency Portal, File Management for Federal plans and rates, Rating & Quote, and Agent Licensing.
- Outsourced legacy support to an India base company enabling key staff to participate on the software rewrite.
- Migrated the data center from a vendor to the parent company.

### Consultant, Operations & Information Technology | Jan 2007 – September 2009

CUNA Mutual - International Division | Madison, WI

CUNA Mutual had four international regions: Asia Pacific, Canada, Europe and Latin America. The company provides credit and basic life insurance to members of credit unions. Accomplishments include:

- Developed a global operations and technology strategy for the International Division. The strategy included support for product distribution, policy administration, commissions, claims administration, accounts receivable and payable, and data warehousing.
- Selected the hardware and software platform and applications and developed a migration plan to implement the technology and new operational processes in each region.
- Lead the global business and technology team in the definition of business requirements and design of product management, customer management, and distribution functions.
- Program manager for the divestiture of a \$222M book of business.

### Consultant, Program Manager & Acting CIO | July 2007 - Oct 2008

CUMIS Group Limited | Toronto, Ontario, CA

The CUMIS Group provides credit and basic life insurance to members of credit unions. Accomplishments include:

- Provided program management for an \$18M project to redesign processes and integrate newly selected policy administration and underwriting systems with the legacy data warehouse and financial systems.
- Lead the Information Technology function through a CIO transition.

### Consultant, Operations Lead, Mail Order Pharmacy | Aug 2005 - Dec 2006

DaVita Rx, Inc. | Coppell, TX

DaVita is the 2<sup>nd</sup> largest provider of dialysis services in the United States. They invested \$50M in capital to build 3 mail order pharmacies to services their patients. Accomplishments include:

- Acted as the lead to define and implement the unique product customizations required to enable the mail order processing software package to meet the business requirements.
- Assisted in the opening of the Orlando, Florida call center and mail order pharmacy.
- Developed the processes, hired the team, and operated the Coppell, TX call center and mail order pharmacy until a VP or operations was hired. Transitioned the operations to the VP.

#### CIO, Sr. Vice President for IT, Call Center, Mail Order Pharmacy | May 2003 - Jan 2005

Prime Therapeutics, LLC | Eagan, MN

Prime Therapeutics is a pharmacy benefit company owned by nine Blue Cross and Blue Shield plans. Key accomplishments include:

- Designed and implemented an IT infrastructure and application platform to scale the company's technology infrastructure, claims processing platforms, manufacture rebate processing, call center, and data warehouse. The IT organization was doubled, \$21M in capital projects were funded, and the membership (customers) increased from 5 to 10 million.
- Built a 200 associate call center and 300 associate mail services pharmacy including understanding the regulatory environment, site selection, hiring the team, design and implementation of automation, and transitioning 10 million members on to the service.

# Consultant, Interstate National Division Chief Information Officer | Aug 2002 – May 2003

Fireman's Fund Insurance Company | Chicago, IL

Fireman's Fund Insurance Company is a property/casualty insurance carrier. Interstate National is the division supporting professional liability, specialty commercial, and excess and surplus products. Accomplishments included:

- Developed the IT strategy aligned with business objectives and financial plan.
- Integrated Interstate into the Fireman's Fund core financial and claims processing systems.
- Renegotiated a contract to provide web based underwriting tools to agents and brokers.

### Consultant Promoted to Chief Information Officer | Jul 2000 - Sep 2002

Definity Health | Minneapolis, MN

Definity Health was funded in 2000 and acquired by United Health Group in 2004. The company administered consumer-driven health and pharmacy benefits. Accomplishments included the design, development, implementation, and support of:

- Office systems, data network, and the data center.
- Rational Unified Process methodology and a quality assurance program.
- Web-based consumer tools, enrollment administration, case installation, and financial systems. Applications were built with WebLogic (java), iPlanet, and Oracle databases.
- Siebel sales support tool to manage, track, and report on Sales activities.
- HIPPA compliant enrollment / eligibility data feeds, claims, and provider demographics.
- A data warehouse and web-based reporting tool to capture, analyze, and report on health plan utilization and performance.

### Consultant, IT Director | Jun 1999 – Jul 2000

C. H. Robinson Company | Eden Prairie, MN

C. H. Robinson is a third party transportation logistics company. Key responsibilities included:

- Directing the application development function. This includes designing the next generation of logistics systems (sourcing and procurement, order management, warehouse management, transportation execution, and financial processing), aligning IT projects with business priorities, establishing the IT management team, hiring 20+ developers to staff projects, and establishing processes and controls for status reporting and work prioritization.
- Implementation of a financial data warehouse and end-user query and reporting tool for 1,500 users in 100 Branch Offices and over 12,000 customers.
- Leading the IT integration for the acquisitions of two companies: Preferred Systems and American Backhaulers.

### Consultant, IT Director | Oct 1999 – Jul 2001

Security Life Insurance Company of America | Minnetonka, MN

As a consultant to the President and CEO, I participated in the development of the business strategy and plan; evaluated current applications and infrastructure, and developed an action plan for aligning the application systems and infrastructure to the business strategy and plan. Specific deliverables included a Y2K readiness assessment, evaluation of a package life insurance product and participation in RFP development for outsourced processing of the Life Insurance products.

- Outsourced infrastructure support to a vendor, which created a reliable and cost effective office systems environment for the company while decreasing the need for additional capital.
- Negotiated the termination of a multi-million dollar long-term contract for package life insurance processing software that was no longer required to support business operations.

### Various Positions | Sep 1994 – May 1999

St. Paul Fire & Marine Insurance Co. | St. Paul, MN

### Application Development Officer (Dec 1996-Apr 1999)

Responsible for managing 175 people to provide information technology services to the niche focused commercial insurance underwriting organizations. This included IT planning, client server and mainframe application development and maintenance, inter/intranet development, and desktop/workstation management and support. Key functions of my role included:

- Understanding the underwriting organization, the business plans, and the products to enable development of an integrated information technology plan.
- Integrating systems and data from merger/acquisitions. This included the acquisition of Northbrook, the commercial underwriting division of Allstate and USF&G.

#### Director, Major Markets Information Systems (Nov 1995 – Dec 1996)

Working directly for the President, Major Markets, I was responsible for providing IT services to the Large Account Underwriting group. My primary role was to redesign the products, processes, and automation required to provide customers cost effective, high quality tailored service.

#### Manager, Construction Information Systems (Sep 1994 – Oct 1995)

Responsible for providing information technology services to the Construction Underwriting organization. I was accountable for the development, implementation and support of a client/server account management system.

### Manager, Information Systems | Nov 1989 - July 1994

Burlington Northern Railroad | St. Paul, MN

- Responsible for new development and implementation of Burlington Northern's equipment inventory management system.
- Facilitated the development of the corporate business process redesign. This included new business process definition, organizational implications, a five-year information technology plan, and a migration strategy.
- Managed the design and implementation of a corporate data warehouse tool. The warehouse included operational, financial, and marketing information.
- Managed the information technology help desk function to support 30,000 end users.
- Defined the corporate End User Computing Policy, workstation standards, and a migration plan. Managed development and implementation of supporting standards and procedures.

# Manager, Application Development | Aug 1985 – Oct 1989

Higher Education Assistance Foundation | St. Paul, MN

Responsible for quality assurance, processes and standards for the outsourced development and in-house operations of the company's loan processing system.

# Office of Student Financial Assistance Business Analyst | Aug 1983 – July 1985

University of Minnesota | St. Paul, MN

Developed and managed the testing, staff training, implementation, and operations of technology supporting the processing and administration of financial aid programs across five campuses.