

Purpose: to apply my entrepreneurial drive and passion as a “social change agent” in Public Health, Health Informatics, and Personalized Health Informatics. I see Public Health and Health IT as crucial tools for global economic development.

High energy, focused and driven visionary able to articulate and execute a plan to achieve the end goal by influencing people without direct authority over them. While dealing with highly complex issues, able to operate in an environment of high uncertainty, where the goals and the objectives are being defined as the project moves along. Able to multiply individual contribution through proven ability to foster teamwork and rally stakeholders across multiple internal units.

Effective negotiator, team player and alliance-builder. Effective within matrix organizations and influencing others:

- **Sets strategy by working across the organization using persuasion and thought leadership:** With a modest initial budget and few direct reports, assembled and spearhead a global, cross-Motorola team that is implementing my business model to address the mobile tele-health market. Conducting pilot trials with leading institutions worldwide.
- **Innate entrepreneur, very fast learner, can-do attitude. Strong innovation and leadership skills:** Designed and launched Motorola’s Internal Ventures program. Geared to support the entrepreneurial spirit of Motorola employees. The program allows for a cost-effective exploration of new markets by tapping employees’ ideas and passion.
- **Very effective creating alliances and partnerships:** Demonstrated ability to reach out across companies, and across industries, pulling stakeholders together by open communication and cooperation. Visit <http://www.IEEE2407.org>

Professional Experience

Motorola 07/2000 to date

Senior Manager, Seamless Health Center of Excellence Plantation, Florida 07/2005 to date

- Leading research activities to leverage Motorola’s ICT expertise in the Public Health and Health Informatics spaces.
- Developing a Personal Health Record system centered on the family as the unit of care, and geared towards enhancing individuals’ health, as opposed to just storing healthcare-related data. Using Open Source software and methodologies.

Senior Manager, MOTOHEALTH Plantation, Florida 2000 to 07/2005

- Managed US\$03M budget for a healthcare business venture (“MOTOHEALTH”); managed 20 people worldwide.
- Led cross-functional and corporate-wide team developing a FDA-regulated mobile tele-health system under QSR. Developed product definition based on market research as well as relationships with significant players in both the US and European healthcare market. Conceived a unique business model that identified new reimbursement mechanisms. Crafted the business plan. Engaged multiple external entities into a partnership ecosystem.
- Designed and supervised launch of 03 clinical trials (01 in the US and 02 in Europe). Set up partnerships with leading academic and healthcare partners in both Europe and the US to evaluate MOTOHEALTH’s effectiveness: Harvard Medical School; Hospital Clinic Barcelona (Spain); Kingston University (London, UK); Univ. Politecnica de Madrid.
- Transferred MOTOHEALTH team, internal processes and procedures for upcoming 510(k) submission during 2006.
- Leveraged small project into a corporate initiative: worked across groups within Motorola (Insurance, Legal, HR, multiple product groups) to articulate a global strategy to move Motorola into the mobile tele-health market.
- Published papers, book chapter (see below) articulating vision of “always-on” mobile tele-health patient monitoring.
- Used demographic, economic modeling analysis tools to identify new market opportunities for Motorola to leverage its core technological expertise and global brand name. Defined new end user-driven products and solutions for those markets. Prepared and delivered business model for mobile tele-health market. Secured funding for proposal.

OpenClassroom.org, Inc. 01/2000 - 07/2000

Consultant on Open Source and VoIP technologies. Miami, Florida

- Consulted with a start-up company offering tele-health and psychological counseling over the phone and Internet.

Siemens ICN (Information and Communication Networks)

04/1997 – 01/2000

Product Manager: Voice over IP, and Open Source Applications (World Headquarters) Munich, Germany

- Program manager for Open Source and VoIP technologies. Gathered global customer and market requirements. Then prepared requirement documents for products and services. Worked with development groups to deliver final solution.

Senior Customer Service Engineer, Data Services (USA subsidiary) Boca Raton, Florida

- Developed, tested, supported and deployed IP and VoIP telecommunication solutions for large telecom carriers. Very strong knowledge of both wireline and wireless telecommunication technologies. Operated under ISO-9001 guidelines.
- Received extensive training in Internet and telecommunications technologies: routers; firewalls; TCP/IP; GNU/Linux; SQL Server; telecommunication fundamentals; network design and optimization.

Antequera Red Oaxaca, Mexico 01/1995 – 11/1996

Founder and Chief Vision Officer.

- Founded the first Internet Service Provider (ISP) in SE Mexico. Recruited and trained a local team with no prior knowledge of Internet technologies. Conducted marketing and sales activities.
- Gained extensive hands-on experience introducing Internet's disruptive technology into people's homes and offices.

Bakery Management Corporation Miami, Florida 05/1986 – 12/1994

Co-founder, President, and Vice-President of Marketing.

- Entrepreneurial role leading this wholesale manufacturing company through a 1,500% growth rate over nine years. Developed strategic business plans. Prepared sales and marketing plans. Recruited and directed sales force.

Education

University of Miami Miami, Florida

Master's in Science in Public Health (part-time), 2008 (est. completion date)

Florida International University Miami, Florida

Bachelor of Science in Economics, 1988

Published Papers (available at <http://lcal.net>)

- Lcal JC. Public Health Futures. (Pending).
- Kemper S, Lcal JC. Addressing the Communication Needs of an Aging Society. In Pew RW, Van Hemel SB, eds. Steering Committee for the Workshop on Technology for Adaptive Aging. *Adaptive Aging Workshop, National Research Council*. Washington, DC; January 2003.
- Lcal JC. Cell Phones and Tele-Medicine. *Proceedings of the IEEE Fifth International Workshop on Enterprise Networking and Computing in Healthcare Industry*. Santa Clara, CA; June 2003.
- Istepanian RSH, Lcal JC. Emerging Mobile Communication Technologies for Health: Some Imperative notes on m-health. *Proceedings of the 25th Silver Anniversary International Conference of the IEEE Engineering in Medicine and Biology Society*; Cancun, Mexico September 2003.
- Lcal JC. Proposed Framework to Measure the ROI of Mobile Tele-Health Solutions in the Management of Chronic Diseases. *Proceedings of the 26th International Conference of the IEEE Engineering in Medicine and Biology Society*; San Francisco, September 2004.

Notes

- Extensive Public Relations and media experience. Produced and distributed News Releases, video brochures, and planted several feature stories. Featured and quoted in numerous local, national and international publications.
- Bilingual (Spanish, native speaker); widely traveled; U.S. citizen.
- Interests: Healthcare transformation; Technology in Education, Open Source software, Intrapreneurship; strategy.
- Extensive EU and US academic, business and personal references available upon request.