

José C. Lacal

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Mission Statement: Apply entrepreneurial drive and passion for change to organizations looking to use Health IT effectively. Deliver better health to individuals, communities using Health Informatics.

High energy, focused, 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 high uncertainty environment, where goals, objectives are being defined as the project moves along. Proven ability to foster teamwork and rally stakeholders across multiple internal units.

Effective negotiator, team player, alliance-builder. Leads in matrix organizations, influencing others:

*** Sets strategy by working across the organization using persuasion and thought leadership:**

Assembled and spearhead global, cross-Motorola team that implemented my business model to address the mobile tele-health market. Conducted pilot trials with leading healthcare institutions worldwide.

*** Innate entrepreneur, fast learner, can-do attitude. Strong innovation and leadership skills:**

Designed, ran Motorola's Internal Ventures program to support employees' entrepreneurial spirit. The program allowed for a cost-effective exploration of new markets by tapping employees' ideas, passion.

*** Very effective creating alliances and partnerships:** Demonstrated reach across companies and industries to pull stakeholders together by open communication, cooperation. See www.IEEE2407.org

Professional Experience

Open Personalized Health Informatics

07/2007

Chief Vision Officer Boynton Beach, Florida

* Consultant to global companies on Health IT, tele-health, high-tech intrapreneurship and innovation.

* Offering Health IT Business Development experience to firms in Latin America, Europe, and U.S.

Motorola

07/2000 to 06/2007

Senior Manager, Seamless Health Center of Excellence Plantation, Florida 07/2005 to 06/2007

* Led development plan to leverage Motorola's ICT expertise in Public Health, Health Informatics.

* Developed a Personal Health Record system centered on the family as the unit of care. Geared to enhance individuals' health, not just storing healthcare-related data. Used Free Software methods.

* Developed on-line learning system. See http://lacal.net/files/in/intrapreneurship_handbook.pdf

* Led Medical Banking initiative. Developed business model for proximity payment / NFC and RFID.

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

* Led cross-functional and corporate-wide team that developed a FDA-regulated mobile tele-health system under QSR ("MOTOHEALTH"). 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. Architected end-to-end mobile system. Led database design, architecture, schema creation. Managed budget and 20 people.

* 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.

* Leveraged small project into a corporate initiative in the mobile telehealth / tele-medicine market.

* Used demographic and 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 plan, revenue model for mobile tele-health market. Secured funding for proposal.

* Ran Java 2 ME (J2ME) developer program. Supported and promoted launch of first J2ME mobile phone (i85s) in 2001. Developed partnership model to grow adoption and deployment of J2ME in cellphones. Defined e-advertising, web presence and on-line Marketing strategy. Innovative out-of-the-box thinker: over 20 patent disclosures, 01 patent issued. Familiar with wireless operators' application distribution strategies. Mastery of wireless and mobile data technologies.

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, psychological counseling vis phone, Internet.

* Applied extensive experience with LAMP (GNU/Linux; Apache; MySQL; PHP).

* Designed and compiled a customized GNU/Linux distribution optimized for the education market.

Design objectives: use of low-cost hardware (prevalent in schools) while flexible and secure.

* Strong TCP/IP and Internet services expertise. Received TCP/IP and SNMP certification from ARG.

Siemens ICN (Information and Communication Networks)

04/1997 – 01/2000

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

* Program manager for Open Source, VoIP technologies. Gathered global customer and market requirements. Prepared requirement documents, worked with development groups to deliver solution.

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

* Developed, tested, supported and deployed IP, 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; telecom; network design and optimization.

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

Founder and Chief Vision Officer.

* 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 experience introducing 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 wholesale bakery through 1,500% growth rate over 09 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

Notes

* Extensive Public Relations and media experience.

* Bilingual (Spanish, native speaker); widely traveled internationally; U.S. citizen.