

# Tracy E. Nolan



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## BOARD STRENGTHS

Innovative Growth Strategies

P&L Management (\$6B)

Highly Regulated Industries

Global Supply Chain

Digital & AI Transformation

Marketing & Consumer Retention

M&A & Post-Merger Integration

Talent Identification & Development

Employee Engagement/Retention

Crisis Response

## SUMMARY

Tracy is a Fortune 50 Senior Executive, Corporate Officer and Board Member who is known for guiding significant market share growth and shareholder value for highly regulated industries where consumer trust is paramount, including telecommunications and healthcare. She leads \$6B P&L's, transforms multi-channel distribution and distribution mix and develops key B2B and B2C partnerships. Tracy has led through significant change including mergers/integrations, industry resets and business continuity crises while ensuring best-in-class consumer and employee retention. She is qualified to serve on audit, compensation, transformation, nom/gov and DEI committees.

Tracy is currently a Senior Vice-President at Humana, Corporate Officer of MarketPoint, and Global Board Member. She has responsibility for \$2.6B operating budget and leads strategy, operations, distribution, and sales for 84% of Humana's membership revenue. Tracy is recognized for her innovative growth and distribution strategies, risk management, transformation, compensation, operational effectiveness, and succession planning.

## HIGHLIGHTS

- **Diversifies revenue streams and expands business lines to increase revenue.** As President & Board Chair of ERV, launched the first Device Trade-In Business for Verizon, leading to \$300M+ in revenue in 2 years. At ACN, launched 14 new product lines in 24 months, transforming revenue growth & stabilizing a declining mid-sized business.
- **Leverages emerging technologies to secure fiscal efficiencies and optimize customer experience.** Embraced natural language processing (NLP) and artificial intelligence (AI) to transform processes, inform employee training and improve customer satisfaction and engagement. Reduced operating budget by \$250M while improving customer and agent experience model by aligning outcomes to consumer experience.
- **Ensures business continuity and operational resiliency in highly regulated complex environments.** Led 14,000 employees through Covid-19 pandemic during T-Mobile merger, resulting in record-breaking sales performance. Hand-picked by Softbank Chairman to oversee execution of highly confidential national wireless network deployment and nationally led disaster recovery efforts/business continuity needs.
- **Safeguards employee retention and secures top talent.** Known for network across industries, recruiting 14 VP –level leaders in 4 months. Consistently secures top employee engagement satisfaction and diversity scores resulting in increased retention.

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## BOARDS & AFFILIATIONS

World-Wide Dress for Success  
*Board Director*

ERV, LLC.  
*Board Chairman & President*

Florida Gulf Coast Center of Positive Aging  
*Advisory Board Member*

USO of Metropolitan Washington  
*Board Member*

Make-A-Wish Foundation Wisconsin  
*Board Member*

Clarkson University  
Business School Advisory Board  
*Chairman & Board Member*

## CERTIFICATIONS

NACD Directorship  
*National Assoc. of Corporate Directors*

DCRO Risk Governance  
*Certificate of Risk Governance for Board Members*

## LICENSES

Health and Life Insurance  
*licensed in 50 States*

## PROFESSIONAL EXPERIENCE

**Humana** (NASDAQ: HUM), Louisville, KY 2022-Present  
**Senior Vice President & Corporate Officer, MarketPoint**

- Recruited into Healthcare Industry to led and transform the omni-channel sales & distribution strategy and transform the customer engagement and experience model by bringing sales and operational expertise.

**T-MOBILE** (NASDAQ: TMUS) Seattle, Washington 2020-2022  
**Senior Vice President, US Branded Retail**

- Led integration of 14,000 Sprint employees through the largest telecommunications merger in US history during Covid-19 pandemic.
- Owned end to end National Management for all 4,800 stores & 20,000+ internal employees. Responsible for \$31B revenue & \$6B operating budget.
- Selected to be Grand Juror for World-Wide Innovator 5G T-Challenge focusing on improving customer engagement.
- Developed & led the culture integration program of 32,000 employees for the Consumer Team called "All-In".

**Sprint** (NYSE:S) Overland Park, Kansas 2015-2020  
**President, National Sales, Strategy & Operations**

- Recruited by the CEO to develop & rollout "One Sprint" a new, nationwide sales structure & operating model. Increased sales by 25% in 7 months sale while reducing customer churn & improving customer satisfaction.
- Promoted three times in three years (SVP Sales -Office of the CEO, SVP - National Indirect Partner Strategy & Operations, President IL/WI Region) & held interim roles including President of Enterprise Sales.
- Deemed by the CEO as the "Executor" & leader of key critical initiatives for the long-term health of the company including company disaster recovery program.
- Chosen by Softbank Chairman to led highly confidential complex national network deployment operations critical to product growth.

**HYLA Mobile** (Assurant NYSE: AIZ) Farmer's Branch, Texas 2011- 2015  
**President, SVP Carrier Operations & Business Development**

- Pioneered and launched Verizon's first ever Device Trade-In Program.
- Developed and led all the operations including processes, technology, device return & consumer experience resulting in growing the business to \$300M in revenue in 2 years.
- Cited by Verizon Wireless as a top external partner launches due to excellent roll out and ongoing support.

**Cox Communications** (NYSE: COX) Sandy Springs, Georgia 2009-2011  
**Corporate Vice-President, Retail Strategy & Wireless Consumer Operations**

- Developed strategy to create national retail sales channel by converting payment centers into sales and service centers. Grew to #1 sales channel accounting for 35% of total company revenue through creating cross channel selling opportunities, improved customer experience, & retail experience design.
- Led the start-up of wireless operations for their national wireless product launch. Created the call center operations including hiring, training, quality control, billing order verification, consumer policies & procedures. Excelled wireless revenue plan trial by 278%.

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## AWARDS/KEYNOTES

National 2X Stevie Award Winner  
*Female Executive of the Year*

National Stevie Award Winner  
*Female Mentor/Coach of the Year*

National Executive Forum -  
Keynote  
*Convergence & the Value of  
Constructive Tension*  
*Alexander Group*

National Annual Women's Revenue  
Leadership Forum  
*Navigating Corporate Disruption*  
*Alexander Group*

## EDUCATION

Clarkson University  
*Marketing Research & Computer  
Information System*  
*Bachelor of Science*

Harvard University  
*Board Governance - WEoB*  
*Executive Leadership Certification*

## PROFESSIONAL EXPERIENCE (continued)

**ACN, INC** Concord, North Carolina 2006-2008  
**Chief Operating Officer**

- Led business strategy to develop an MVNO wireless business for ACN. Proposed to the Board a partnership model allowing to offer all four wireless national carriers instead of investing in MVNO.
- Grew North American revenue by \$100M up 150% in two years.
- Grew product portfolio to offset declining Local/Long distance business through launching 14 new service offerings over two years including Direct TV, ADT & broadband.
- Led Global supply chain sourcing for telecommunications equipment. Collaborated with engineers on detailing specifications and unique needs for products.

**Verizon (NYSE: VZ)** New York, New York 1998-2006  
**President, IL/WI Region**

- Transformed 3<sup>rd</sup> largest region growing revenue to 1.5B (67% increase) and moved it to #1 in Marketshare in a highly competitive marketplace.
- Integrated all four companies (Ameritech, Altel, Primco & GTE) into Verizon through excelling at business continuity while optimizing the business operations.
- Led Upstate New York Region through merger from Frontier Cellular, Bell Atlantic Mobile to Verizon Wireless all while #1 ranking out of 21 regions, in year-over-year sales performance and profitably.

### Previous Roles:

Multiple roles in soft-lines, cosmetics and gifts leading National, Private and Start-Up retail organizations. Knowledgeable in all aspects of retailing including store operations, online, buying, marketing, product positioning, visual merchandising, and finance.

### Rochester Retail, Inc – President/CEO

- Start-Up Softline Department Store in Upstate New York
- Led all aspects of getting the 32,000 sq. foot up store to profitability

### B. Forman's - VP of Stores

- Developed operating system for 12 large department stores across New York
- Youngest Senior Leader and first Women on the Executive Team
- Responsible for business continuity when bought out by May Company including the shutting down of 32 stores and thousands of employees

### Casual Corner (US Shoe Corporation)

- Multiple Retail Management Positions