

James F. Casale

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Summary:

Versatile business leader successful in corporate and entrepreneurial environments. Created and led successful marketing and new business programs for companies in financial services and health care industries.

Experience:

April 2016 to March 2018

Surgical Capital Solutions – Palm Harbor, FL

Director of Business Development

Leader of business development and marketing projects for medical finance company. Accomplishments included company re-branding, sales program and corporate financing. Generated \$700,000 in new business growth while initiating and facilitating \$6 million in new investment funding for the company. Managed investment portfolio of major financial partner and played key role in next stage financing strategy.

August 2014 to Present

Casale Marketing – Tampa, FL

Business Consultant & Project Leader

As a management consultant and contractor, developed and executed sales and marketing projects and programs for client companies, primarily in health care.

- Managed acquisition and business integration efforts for clients
- Served as Acting COO for medical transcription and billing companies
- Built executive level presentations for fundraising and corporate reporting
- Performed multi-level selling, directly securing new business

September 2013 to July 2014

iMedX, Inc. – Atlanta, GA

Senior Director of Marketing & Business Development

Recruited by former leadership of CBay Systems. Led re-branding of health care clinical documentation company, including logo, website, social media and marketing materials. Coordinated directly with CEO and COO to develop sales system and program as well as board level presentations.

November 2007 to December 2009

MedScribe – Naples, FL

VP - Marketing & Sales

Sales, Marketing and business development leader for health care clinical documentation company. Led all sales & marketing programs. Generated over \$2.5 million in new business, including signing major university health system.

January 2003 to October 2007

CBay Systems & Services, Inc., Annapolis, MD

Regional Sales Manager for hospital and clinic business. Signed new business totaling \$2.7 million. Developed and led new marketing programs in digital marketing, print advertising and industry trade shows. Developed new marketing tools utilized by entire sales team.

April 1999 to December 2002

VitalCast.com, Inc., Tampa, FL

As Vice President of Corporate Development with a start-up Internet/health media venture, led critical web and media business creation activities. Managed media business partnerships.

September 1990 to March 1999

American Express Company, New York City & Miami, FL

As New Product Manager, led development of all operations, financial, technology and service components to support new product launches. Managed new products totaling 1.6 million new customers. As Audit Manager, led operational/financial audits in U.S. and Latin America.

Education:

New York University, NYC – Masters of Business Administration (MBA) January 1999

University of South Florida, Tampa, FL – Bachelor of Arts (BA) April 1989

Military:

U.S. Army Reserves Officer – Field Artillery, 1989-1994 - Honorable Discharge as First Lt.