



## BUSINESS NAVIGATION GROUP



### Dennis J. Crane

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Dennis J. (DJ) Crane brings over 25 years of experience to achieving success in critical business transitions. He has led initiatives in new product, market and channel entry, in partnership development, international expansion, acquisition and divestiture and in make-or-break turn-around situations.

DJ leadership roles include corporate senior executive in Fortune 50 companies, consultant to both large and medium-sized public companies, and interim executive or board member at the request of investors and owners. His corporate experience includes GE Healthcare Information Management, GE Information Services, United Technologies, Bell & Howell (now ProQuest) and SCT Corporation.

Organizations undertake key initiatives to capture attractive opportunities or resolve tough problems in complex circumstances. These initiatives require creative, but practical, approaches that align well with the cultures and abilities of the organizations driving them. Clients rely on DJ's rapid adaptation of relevant practices, relationships, and processes to improve leadership team performance and decision making. DJ's focus on clarity, alignment and generating value has delivered strong results in situations where market realities demand fundamental transitions. In nearly every case, effective application of information technology and services has played an important role.

- √ Creation of a Healthcare Information Management venture at GE that brought together leading businesses in medical imaging, information exchange, financial services and Provider organizations to dramatically improve supply chain effectiveness.
- √ Effective and profitable transformation of a technology provider into the market leading B2B eCommerce service vendor. Expanded base of corporate customers from 2000 to more than 40,000 over 5 years, including hundreds of healthcare providers and their suppliers and payers.
- √ Strategic alignment of seven disparate business units of a publicly traded \$500M enterprise software company, resulting in multi-million dollar savings in product development and marketing.
- √ Stabilization and divestiture of a \$70M electronics manufacturing division of a UK-based public company, followed by the successful integration of that business into the acquiring division of a Fortune 50 company
- √ Accelerated launch of web-based content service that won awards and secured a critical strategic partnership with a leading business publisher.
- √ Re-positioning strategy, message and product roadmap for networking technology provider that attracted \$100M+ of private funding.
- √ Notably improved value capture for several manufacturing, services and software companies, including overhaul of global pricing for a \$500M information services business that generated \$6M first year profit impact.

A graduate of the US Naval Academy, DJ served on nuclear submarines. He received an MBA in strategy and public management from Stanford Graduate School of Business. He also completed GE's intensive Executive Development Program.