

Ari Rosenberg

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PROFESSIONAL SUMMARY

Product leader and builder with 15+ years delivering technology solutions across federal health systems. Finds what's broken and what can work better, makes the case for change, and delivers - from enterprise Power BI ecosystems to generative AI systems. Currently championing AI adoption on the world's largest EHR deployment, building functional LLM prototypes and navigating enterprise governance for VA deployment approval.

EXPERIENCE

BOOZ ALLEN HAMILTON – CIVIL COMMERCIAL HEALTH TEAM

2008 – Present

Associate

Consult primarily across federal health agencies. Mentor and assess staff. Contribute to business development including proposals and whitepapers. Plan knowledge-sharing events with senior health leaders and industry SMEs.

Power BI Developer, Veterans Affairs (VA)

March 2021 – Present

Strategic Analytics, Visualizations, and Insights (SAVI) Team • World's largest EHR deployment

Lead analytics and AI product development for lessons learned, deliverables, and acquisitions on the VA Electronic Health Record Modernization (EHRM) program.

- **Identified AI opportunity and drove adoption:** recognized potential for LLMs to transform manual program analysis. Developed functional lessons learned analysis and RAG-based Q&A prototypes. Authored capability roadmap, secured stakeholder sponsorship, and navigating VA software approval process for enterprise deployment.
- **Identified accountability gap as program risk:** built enterprise reporting surfacing unresolved items by ownership group, driving action on previously invisible backlogs. Expanded into comprehensive lessons learned analytics covering status, resolution timelines, and trends across all sites. Championed consolidation into VA's unified architecture.
- **Replaced fragmented manual deliverable reporting:** built real-time dashboards covering submission status, on-time delivery, and contractor performance. Stakeholders now present directly from dashboards, eliminating manual reporting.
- **Consolidated siloed acquisitions data:** built centralized analytics platform covering contract lifecycle, modifications, and spending - replacing manual tracking with real-time visibility.

Product Lead & Developer, Health Market Growth & Partnering Analytics

2023 – 2024

Booz Allen Health Market Leadership (Concurrent Internal Project)

Design and deploy analytics platform giving leadership visibility into growth pipeline and partnering strategy.

- **Identified lack of pipeline visibility as strategic gap:** built award-winning CRM-integrated Power BI platform giving health market leadership first-ever real-time visibility into multi-billion dollar pipeline by technology platform, teaming partners, and competitive landscape — achieved immediate daily adoption across multiple business units.

SELECTED PRIOR EXPERIENCE

Consumer Insights & Data Analyst, Centers for Medicare & Medicaid (CMS)

2015 – 2016

Analyzed ACA marketplace consumer feedback to identify call center operational improvements.

- **Identified inefficient data extraction as analyst bottleneck:** built SQL database cutting extraction time 50%+ and reengineered evaluation process for 10+ analysts assessing 100k+ consumer comments.

Enterprise Workflow Analyst, Food & Drug Administration (FDA)

2015

Created training program to promote adoption of agency-wide workflow management system.

- *Identified training gaps slowing enterprise adoption:* built dashboards for senior leaders to pinpoint problem areas and developed system to inventory all training materials.

PMO Strategic Initiatives Analyst, Centers for Medicare & Medicaid (CMS)

2012 – 2015

Devised strategies to expedite establishment of ACA state health insurance marketplace IT systems.

- *Identified lack of expenditure visibility as audit risk:* analyzed \$2B+ in ACA grant funds, strengthened CMS leaders' understanding of spending, and substantially reduced future audit exposure. Client awarded contract expansion.
- *Created new grant reporting requirements:* improving quality and consistency across state marketplaces. Built key metric dashboards.

Product Manager & Business Analyst, National Institutes of Health (NIH)

2008 – 2012

Built complex suite of data collection and analysis applications for a nationwide longitudinal health study.

- *Identified gaps in study center adoption and feature utilization:* traveled to U.S. study centers, analyzed application usage, and translated findings into new feature development and workflow improvements.
- *Defined requirements for data collection, questionnaire specification, and budget systems.* Built BI dashboard tracking enrollment and retention across study sites.

Additional federal health engagements at FDA, CMS, PBGC, and VA (2016–2020) focused on process reengineering, portfolio management, operations, and enterprise reporting.

SKILLS, CERTIFICATIONS, & INDEPENDENT PROJECTS

- **AI:** LLM prototyping, RAG architectures, prompt engineering, retrieval optimization, response evaluation, safety constraints
- **Development:** Python, SQL, React, Power BI, Power Apps, Power Automate, SQL Server, Azure, REST APIs, Git, VS Code, Jira
- **Product:** Problem discovery, roadmap definition, stakeholder alignment, adoption strategy, enterprise governance navigation
- **Certifications:** PMP, Lean Six Sigma Yellow Belt, ITIL Foundation; Multiple Team & Individual Performance awards
- **Independent Project:** AI-powered ACT journaling application (pre-commercial). Designed and built full-stack system (React, Python) with RAG pipeline, structured reflection flows, and safety constraints. Focused on behavioral personalization and responsible-response design.

EDUCATION

B.S., Finance & Information Systems • Minor, Rhetoric • *University of Maryland, College Park* • Full-Tuition Scholarship