L. Walker Seman

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PROFESSIONAL EXPERIENCE

Kaiser Permanente, Atlanta, GA 2020 - Present

Consultant V *Dec 2025-Present*

Consultant IV *Nov 2024-Dec 2025*

Lead New Sales Process Redesign workstreams in a dual project manager and individual contributor capacity - helping enterprise sales engine progress into the future.

- Led and developed solutions for six distinct work streams over two years – interviewing users for feedback, consulting with SME's for best practices, and writing and submitting CRM system requirement recommendations to development team.
- Automated comprehensive data process to empower consultants to efficiently analyze sales data and produce guidance for their leadership – saving up to three hours per month.

Consultant III *Oct 2022-Nov 2024*

Guide development of seven best practices in five partner regions related to process improvement, data cleanup, and strategic analysis.

- Enhance regional methods of prospect pipeline management, pipeline reporting, and prospect targeting. With these updated methods, regional consultants improve their capability to communicate opportunities, increase pipeline volume with data cleaning methods, and manage their pipeline systems of thousands of prospects.
- Lead creation of comprehensive data books for regional commercial sales teams. Guide the discovery of data sources, solicitation of leadership feedback, and coaching of analysis to counterparts in other regions – equipping consultants to be better assets for their stakeholders.
- Develop and manage an onboarding tool for all new sales and account management employees across the enterprise. Demonstrate creative thinking to ensure manageable updates and multiple stakeholders' input. Tool infuses consistency, customizability, and cohesion into a previously disjointed process.

Senior Analyst, Market Strategic Analysis *Dec 2021-Oct 2022*

Lead commercial large group new sales initiatives and provide crucial data insights to leaders.

- Reimagined method for identifying quality prospects in new sales pipeline at the directive of executive leadership. Implemented a new system for sales to proactively identify high-potential prospects which accounted for 77% of our local sold groups in 2022.
- Recognized in 2021 for developing four of the top ten best practices across multiple organizational analytic teams, along with two additional practices developed with team.

Analyst, Market Strategic Analysis *June 2020-Dec 2021*

Manage sales prospect pipeline and develop new tools for data analysis while optimizing existing reporting.

- Restructured prospect pipeline management file for ease of communication during biweekly pipeline evaluation meetings with sales team and leadership.
- Leverage and clean third-party data to upload prospects into CRM data system.

EDUCATION

Georgia Institute of Technology, Atlanta, GA (*4.0/4.0 GPA)* 2024 - Present

Master of Business Administration Candidate

Furman University, Greenville, SC 2016 - 2020

Bachelor of Arts in Economics, Magna Cum Laude (3.7/4.0 GPA)