

Alexander R. Rojas

Strategic Operator | Program Management | Scalable Systems

PROFESSIONAL SUMMARY

Strategic operator with 6+ years of consulting, program management, and operations experience across healthcare, cybersecurity, and GTM environments. Known for translating complex data and ambiguous priorities into scalable processes, executive-ready reporting, and cross-functional execution systems. Trusted by senior leaders to solve high-profile issues under pressure with precision and sound judgment.

WORK EXPERIENCE

ENABLEMENT OPERATIONS PROGRAM MANAGER

Claroty – Seattle, WA

April 2025-Present

- Built scalable GTM enablement infrastructure from the ground up, including a 12-week sales onboarding program, centralized content hubs, sales kickoff training workshops, recurring training cadence, and partner workshops across global GTM teams.
- Operationalized enablement execution through attendance and completion tracking, asset publication workflows, SME coordination, survey capture, and reporting visibility to improve consistency across Sales, Technical Sales, Post-Sales, and Partner teams.

CONSULTANT

Deloitte Consulting, LLP – Charlotte, NC; Seattle, WA

July 2021-April 2025

Academic Medical System Integration

- Developed an automated data conversion tool and trained a team to streamline payroll processing for thousands of employees across four facilities.
- Spearheaded a job mapping initiative for over 4,000 employees, ensuring accurate tracking of title, pay, and union changes; Architected a nurse wage overhaul, ensuring accurate records and enabling the acquired workforce to be paid in line with the system.

Chief of Staff for Fortune 10 Health Insurer

- Acted as the Chief of Staff for VP of Technology (~9,000 headcount), providing forward-looking perspectives and organizational frameworks to drive initiatives forward.
- Developed executive-facing materials and stakeholder updates to drive alignment, clarify priorities, and support senior leadership decision-making.
- Provided project support by driving timeline alignment, addressing blockers, and coordinating necessary teams.

Deloitte's Smart Factory @ Wichita Ecosystem Team

- Developed and strengthened relationships with over 20 key technology partners.
- Enhanced sales enablement by showcasing Industry 4.0 capabilities to manufacturing clients, driving engagement and partnership opportunities.

Strategic M&A Execution

- Executed end to end strategy and project management for a highly complex M&A deal (carve out + acquisition for a \$2B revenue health system– \$3B after transaction).

Internal Firm Development

- Gathered real-time market data from executives in Life Sciences and Health Care companies and compiled insights for sector leadership to support strategic planning.
- Led local office and national trainings on best practices in analytics for business intelligence and leveraging automation through productivity tools.

LEAD PROJECT COORDINATOR

BioMedomics Inc – Morrisville, NC

Feb 2020-July 2020

- Spearheaded the creation of a new department to manufacture COVID-19 Rapid Test Kits, hiring and managing a team of 20 interns to produce upwards of 5,000 kits / week.
- Oversaw sales, order fulfillment, and customer service operations; managed workload, established policies and procedures, created standard response templates, and provided guidance on complex issues and marquee clients.

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CORE CAPABILITIES

Strategic Operations

Program Management

Analytics & Business Intelligence

Systems Automation

GTM & Enablement

Executive Communication

Stakeholder Management

Process Improvement

Operational Reporting

Cross-Functional Execution

EDUCATION

Master of Microbial Biotechnology

NC State University

Bachelor of Science in Microbiology

NC State University

- Goodnight Scholars Program
- Minor in Biotechnology

VOLUNTEER EXPERIENCE

Coaching and Mentoring

- Mentoring students from the Goodnight Scholars Program and coffee chats with students interested in consulting