

HOWARD F. BERKOWITZ

Lake Worth, FL 33463

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SUMMARY AND SKILLS

Transportation Professional; over 25+ years of executive, management and supervisory level expertise. Skilled in process improvement, relationship management, team building, conflict resolution, on-demand modeling and business model development and execution.

Organization Development

Consumer Protection

Quality Assurance

Communication Skills

Data Analysis & Technology

Budget & Cost Control

Microsoft Office

Train & Supervise Staff

Conflict Resolution Skills

PROFESSIONAL EXPERIENCE

H & S Personal Car Service and Consulting, Lake Worth, FL

Vice President/General Manager

1994 - Present

- ✓ Planned and developed transportation service. Established rates, customer service procedures, training and safety guidelines for employees
- ✓ Developed Policy and Procedures for Standards of Care for transports with ambulatory, wheelchair and stretcher clients
- ✓ Established county/state compliance for licensing and permitting of the company and vehicles
- ✓ Consulting to transportation brokers, transportation providers, transportation network companies, taxicab, paratransit, mass transit and luxury transportation industries.

Alivi (formally known as EpicMD Technologies LLC), Doral, FL

Director, Network Expansion & Transportation Operations, North America

2018-2019

- ✓ Research, plan and contract with over 200 transportation providers for ambulatory, wheelchair, stretcher, ALS/BLS, On-Demand and air ambulance for the Florida network.
- ✓ Provides innovative solutions for healthcare partners, MCO and MSO's.
- ✓ Develop and implement policy & procedures companywide.
- ✓ Developed safety protocols and procedures
- ✓ Built out call center for 60 CSR's, 6 Lead CSR's, 5 logistic coordinators, 1 call center manager
- ✓ Designed and contracted the setup of VOIP phone system, phones, call monitoring dashboard and KPI's
- ✓ Create training decks for internal & external use.
- ✓ Develop network utilization heat maps to ensure network adequacy
- ✓ Designed and executed training courses, training decks and requirements for transportation providers
- ✓ Set KPI for the provider network to increase on-time, customer service and overall performance.
- ✓ Wrote compliance protocols for operations and healthcare partner audits
- ✓ Ensure the integrity and scalability of a transportation service network
- ✓ Develop and executed network credentialing to ensure the safety of our healthcare partners members
- ✓ Growth of the company: Annual Inc 5000 - Ranked#149 - 2019 - Company Growth Rate of 2564%
- ✓ Growth of the company: Top 100 Private Companies Ranked#95 - 2020 in South Florida - \$30.92 million
- ✓ Growth of the company: Financial Times Ranked#67 - 2020 - Fastest Growing Companies

Verifone Transportation Systems, New York, NY

Director, Strategic Business Development, North America

2017 - 2018

- ✓ Developed strategic frameworks to analyze the division's existing business and identify/assess new market opportunities, including acquisitions, partnerships and new products
- ✓ Developed and apply appropriate methodologies for market segmentation and sizing to drive market trend and competitive landscape analysis
- ✓ Utilize rigorous fact-based, quantitative analysis to identify and prioritize strategic business
- ✓ Designed, developed, and executed cutting edge technologies solution for optimization of the transportation network including routing, AVL, KPI metrics, reservations management

Karhoo USA, Inc. New York, NY

Supplier Relations Manager

2016 - 2016

- ✓ Planned, organized and develop new city launches in various geographies and regions
- ✓ Responsible for any production and project issues, with this role being the last point of escalation
- ✓ Identified areas for continuous improvement of the process and support the business to perform more efficiently both in project implementation and BAU
- ✓ Liaison with partners (suppliers and dispatch companies) for implementation, identifying risks and issues on both sides

Southeastern Florida Transportation Group, West Palm Beach, FL

Vice President/General Manager

2010 - 2016

- ✓ Developed the current concept that won Palm Tran Connection contract (\$90 million) in Palm Beach County by reducing operating costs by \$16 million through the use of Para-Taxis
- ✓ Delivered Projects Within Scope – Executed business requirement documents for projects involving production teams that provided organized details, accurate time frames and actionable milestones to keep projects on target.
- ✓ Developed concepts and wrote grants for federal, state and local agencies based on ADA Act
- ✓ Developed and implemented training programs for safety, accident investigation, customer service, drug testing and defensive driver courses
- ✓ Maintained and oversaw all aspects of the on-demand ground transportation contract at Palm Beach International Airport
- ✓ Research and resolve complex or multi-issue complaints submitted by consumers' providers to State Attorney General, State Department of Insurance, State Department of Labor, State Ombudsman's Offices and other entities.
- ✓ Provide expert knowledge of appeals process and assess appeals status of complaints.
- ✓ Conduct root cause analysis by identifying potential compliance, process, or systemic breakdowns and communicate findings to management
- ✓ Contracting with new healthcare partners (Careplus, Solis, Century, CAC, Fresenius, HealthSun, and Sunshine Health) as well as MSO and MCO's.
- ✓ Communicate both verbally and in writing to provide closure of complaint issues.
- ✓ Develop effective working relationships with the applicable internal and external business partners.

Tropical Non-Medical Transportation, West Palm Beach, FL

President/Chief Executive Officer

2007 - 2010

- ✓ Improved Customer Satisfaction 155% – Shifted service delivery goals to a more quality-focused strategy that improved communications and expectations for all transport customers.
- ✓ Freedom 5317 for a privately held business to provide on-demand wheelchair service to clients
- ✓ Developed company policies, programs and procedures for private and public transportation
- ✓ Developed and implemented policies and procedures for all of safety, fleet, FDOT compliance and FTA as stated in the changes from SAFETEA-LU (now called MAP-21)
- ✓ Improved Online Business Rating 48% – Managed Better Business Bureau relationship and improved the organization's online reputation to an A+ status that increased trust and sales conversion.
- ✓ Formulated a plan that clearly defined business segment objectives and explicitly linked budgets to business objectives, saving an estimated \$265,000 annually in reduced state and federal tax.
- ✓ Contracted accounts for HMO's, hospitals, hospice, Medicaid, nursing homes, private clients and worker compensation in Palm Beach County
- ✓ Contracted companies with Access2Care, MTM, LogistiCare, MTI, Black Diamond, One Call, STOPS, Hospice

H & S Personal Car Service and Consulting, Lake Worth, FL

Vice President/General Manager

1994 - 2007

- ✓ Planned and developed transportation service for Palm Beach, Broward and Miami-Dade Counties Established rates, customer service procedures, training and safety guidelines for employees
- ✓ Developed Policy and Procedures for Standards of Care for transports with ambulatory, wheelchair and stretcher clients
- ✓ Established county/state compliance for licensing and permitting of the company and vehicles

New York City Transit Authority, Brooklyn, NY

Vice President of Operations and Planning

1982 - 1994

- ✓ Developed, planned and launched new operations for New York City Transit's Paratransit
- ✓ Established Safety Protocols for securement of wheelchairs in paratransit vehicles
- ✓ Developed, planned and launched Trapeze for advanced scheduling of paratransit rides
- ✓ Created and implemented operating procedures for Labor Relations and Drug/Alcohol Testing
- ✓ Ensured acquiescence with compliance standards and regulatory requirements
- ✓ Developed successful management strategies for negotiating with Transport Worker Union
- ✓ Acted as liaison for the transit President regarding matters involving local city, state and federal government issues, as well as crisis management.
- ✓ Identified compliance risks in all operations and managed them by providing training, advice, testing and monitoring
- ✓ Directed the development and implementation of compliance-related policies and procedures throughout the organization
- ✓ Verified that all firm regulatory policies and procedures were communicated, documented
- ✓ Managed an annual operating budget of \$750 million
- ✓ Developed and implemented technical assistance strategies designed to address the mobility challenges and needs of target populations
- ✓ Developed wireframe's for Intermodal and Multi-modal Transportation Centers in the 5 boroughs of New York City
- ✓ Planned, organized and managed the work of subordinate staff to ensure that the work was accomplished in a manner consistent with organizational requirements

EDUCATION

SUNY at Farmingdale, Farmingdale, NY
Bachelor's Degree in Business Management
Certified Wheelchair Securement and Safety - Instructor
NTSB Accident Investigation Training, Washington DC

PROFESSIONAL AFFILIATIONS

Non-Emergency Medical Transportation Accreditation Commission – Advisory Board
Palm Beach County Vehicle for Hire Task Force Member
Florida Limousine Association: Director
National Limousine Association
Taxi, Paratransit and Limousine Association Member