

# JEFFREY ARAGON

Enterprise Sales Leader | Player-Coach | Multi-Million Dollar Deal Closer

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## Summary

Enterprise sales leader with 25+ years selling into Fortune 500 and national-scale buyers, generating over \$150M in career revenue. Player-coach by preference; carries quota personally while building and developing the team. Deep Healthcare experience across Payers and Providers alike. Translates product capability into economically framed solutions that clear multi-stakeholder procurement and close at multi-year scale. Produced \$24M in total contract value at a Series A startup in less than two years, including the largest deal in company history through formal RFP with a public health authority operating Medicare Advantage, D-SNP, and Medicaid managed care lines of business. Consistently ranked in the top 5% of global sellers at UKG for nearly six years. Professional Sales Process Coach since 2014. Additional specialty in Japan-to-US market entry, grounded in four years teaching the Harvard Negotiation Project in Tokyo.

## Signature results

- \$150M+ attributed career revenue across enterprise sales roles.
- \$24M total contract value over 2 years at Ushur as an individual contributor, including the largest deal in company history (~\$10M TCV) via a formal RFP process with a public health authority operating Medicare Advantage, dual-eligible (D-SNP), and Medicaid managed care lines of business.
- 5.5 years at UKG averaging 150%+ quota attainment, earning multiple Legend Makers awards.
- 25+ President's Club and Sales Excellence Awards across employers.
- Outcompeted SAP, ADP, and Workday in healthcare HCM at UKG; Workday elected to partner on healthcare scheduling rather than continue competing.

## Core competencies

- Multi-channel revenue strategy across enterprise, mid-market, and regulated environments
- Enterprise sales and complex deal execution
- Zero-to-one GTM build and pipeline creation
- Revenue system design including ICP, positioning, and qualification frameworks
- Executive-level discovery and economic value articulation
- RFP, RFI, and government procurement strategy

- Medicare Advantage, D-SNP, and managed care payer-economics positioning, including Star Ratings impact framing
- Partnership and channel development
- Pricing, packaging, and monetization strategy
- Forecast discipline and pipeline integrity
- Multi-stakeholder deal navigation and closing
- Japan and APAC market entry; cultural fluency in nemawashi and ringi decision protocols

## Professional Experience

### Jozu Consulting Group | Founder

2025 to Present | Coeur d'Alene, ID

Founded Jozu Consulting Group as a Japan-to-US market entry practice, helping Japanese technology companies build go-to-market infrastructure and revenue traction in the United States. The Jozu Enterprise Revenue System, installed inside client engagements, took shape during 5.5 years at Kronos (now UKG), where precision execution of Power Messaging and Plan Letter discipline was the operational standard, and was refined through concurrent Sales Process Coaching at CustomerCentric Selling since 2014.

- Design and execute US market-entry GTM for Japanese technology companies, including ICP definition, Power Messaging, discovery architecture, Plan Letter discipline, and mutual action plans tuned for US enterprise buyers.
- Adapt messaging and value framing across the cultural and operational gaps between Japanese product teams and US enterprise procurement.
- Operate as embedded sales leader inside multi-stakeholder bridge environments where decisions require alignment across Japanese executive teams (nemawashi and ringi), US partners, and end-buyer procurement committees.

### Insightin Health | Vice President of Sales

December 2024 to October 2025

AI and machine learning platform for data-informed member and patient engagements.

- Led go-to-market strategy and execution as Head of Sales for an AI-driven healthcare platform in a regulated environment.
- Built and executed multi-channel pipeline strategy across enterprise clients, partnerships, and outbound.
- Aligned product positioning with measurable financial outcomes, improving conversion in complex sales cycles.
- Directly managed a team of Strategic Account Executives and BDRs through enterprise sales cycles, regulated procurement, and contract execution.

## Ushur, Inc. | Senior Director of Enterprise Sales, Healthcare Strategic Accounts

May 2022 to December 2024

Purpose-built Customer Experience Automation platform powered by AI.

- Generated approximately \$8M ARR and \$24M total contract value over two years.
- Closed the largest deal in company history (~\$10M TCV) through a formal procurement and RFP-driven process with a public health authority operating Medicare Advantage, dual-eligible (D-SNP), and Medicaid managed care lines of business.
- Expanded a regional managed care health plan's engagement from a commodity \$200K transaction ask to a \$1.4M ARR three-year platform subscription by reframing from per-unit pricing to continuity-of-care and operational readiness.
- Converted a national radiology organization's \$200K OCR request into a \$7M integrated revenue operations platform by following the downstream consequence chain from intake delay to machine utilization loss.
- Led full-cycle enterprise sales across discovery, business case development, stakeholder alignment, procurement navigation, and contract negotiation.
- *Detailed anonymized case studies on these three named engagements:*  
<https://jeffaragon.com/case-studies>

## UKG, Inc. (formerly Kronos) | Senior Healthcare Account Executive

December 2016 to May 2022

HR and workforce management combining Ultimate Software and Kronos.

- Sold enterprise workforce management and HCM platforms into large healthcare systems across the United States.
- Consistently exceeded quota, averaging above 150% attainment; multiple Legend Makers awards.
- Managed complex, multi-year sales cycles involving executive stakeholders and formal evaluation processes.
- Built pipeline through structured outbound, partnerships, and account-based selling.
- Outcompeted SAP, ADP, and Workday in healthcare HCM; Workday elected to partner on healthcare scheduling rather than continue competing.

## CDK Global, LLC (formerly ADP Dealer Services) | Technology Solutions Manager and Territory Sales Executive

December 2014 to April 2016

Integrated technology and cybersecurity solutions for 27,000+ auto, truck, motorcycle, marine, RV, and heavy equipment dealers.

- Sold CDK's full cybersecurity and dealer-protection portfolio including Network Protect (FortiGate Next-Gen Firewall), Endpoint Protect, Cloud Defense (web content filtering), MailProtect (email threat scrubbing), Data Defender, and Security Awareness Training to a regulated multi-location franchise buyer base.
- Sold Cisco Meraki cloud-managed security and networking across MX security appliances (NGFW, Sourcefire SNORT IDS/IPS, Advanced Malware Protection via Cisco Talos, SD-WAN) and MR wireless (Air Marshal rogue AP containment, wireless IDS/IPS, identity-based firewalling, 802.1X).
- Cisco Meraki Networking Associate (CMNA) certified.
- Led sales of integrated technology platforms including CRM and business intelligence alongside the security portfolio.
- Supported complex deal execution through technical alignment, security-compliance framing (PCI 3.2 relevance), and solution positioning across multi-stakeholder dealership buying committees.

## OnShift, Inc. | Director of Enterprise Sales

December 2012 to November 2014

Labor Management SaaS for Senior Living and Long-Term Care.

- Led enterprise sales of SaaS platform into healthcare and senior care markets.
- Managed full sales cycle across multi-state territory with C-level stakeholders.

## Concurrent Coaching

### Customer Centric Selling | Professional Sales Process Coach

2014 to Present

Coach and support enterprise sales teams in structured discovery, qualification, and deal execution.

## Certifications

- Cisco CCNA (Cisco Certified Network Associate)
- Cisco CMNA (Cisco Meraki Networking Associate)
- AT&T Data Networking (spent five years in early career as a DNAE with AT&T)

## Sales methodology training

Customer Centric Selling | The Challenger Sale | Sandler | Corporate Visions

## Tools and platforms

Salesforce | HubSpot | Apollo

## Education

University of Colorado, Boulder | Two years