



Ariya Serrano

Senior Manager, Pricing and Chargeback

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SUMMARY

Senior **pricing, chargeback**, contract governance, and **revenue management** leader with 12 years across healthcare and industrial B2B operations. Directs multi regional teams, strengthens **financial controls**, and protects revenue through disciplined adjudication, pricing administration, contract operations, and data governance. Led transformation programs involving D365, Conga, Flintfox, Oracle, advanced Excel, analytics, automation, and business intelligence. Connects Commercial, Finance, IT, and sales operations around forecasts, profitability, reporting, audit readiness, and revenue integrity. Built executive dashboards, standardized processes across business units, and supported Medical GPO requirements through practical operating models. Career growth from pricing analysis into enterprise leadership reflects steady expansion of scope, stronger governance, and deeper commercial judgment. Brings a grounded approach to change leadership, system implementation, team development, and scalable revenue operations.

EXPERIENCE

Director, Pricing and Revenue Operations

Vantage Medical Supply Group 📅 January 2022 - Present 📍 Charlotte, NC

Leads pricing, chargeback, **contract operations**, and **revenue integrity** for a multi regional medical products portfolio. Directs distributed teams, executive reporting, governance, and transformation work across D365 and Conga. Connects Commercial, Finance, IT, and sales operations around profitability, forecasts, GPO requirements, and revenue protection.

- Established contract and **pricing governance**, improving audit traceability across distributed medical product operations.
- Sponsored D365 and Conga workflow improvements, connecting approvals, claim review, **pricing administration**, and reporting.
- Built executive KPI dashboards for chargeback aging, pricing accuracy, disputes, and revenue exposure.
- Partnered with Finance and **Commercial** leaders on forecasts, **profitability**, GPO requirements, and revenue protection.
- Developed managers and analysts through operating reviews, coaching, escalation standards, and improvement plans.

Senior Manager, Contract and Chargeback Operations

Arcadia Industrial Health Products 📅 March 2018 - December 2021 📍 Greensboro, NC

Directed end to end chargeback operations across healthcare and industrial channels, with ownership of adjudication, disputes, eligibility, pricing controls, and team performance. Led Flintfox configuration and Oracle integration work while supporting Medical GPO contracts, documented controls, and change adoption across multiple locations.

- Standardized pricing and **contract administration** across **business** units through common reviews and exception handling.
- Led **Flintfox** configuration and **Oracle** integration from requirements definition through testing and launch support.
- Introduced root cause **analytics** for deductions, separating data defects from process issues.
- Supported **Medical GPO** contracts, customer eligibility, pricing changes, and downstream chargeback implications.
- Managed a multi location team through accountability routines, change adoption, and documented controls.

Manager, Pricing Administration

Blue Ridge Commercial Products 📅 July 2014 - February 2018 📍 Winston Salem, NC

Managed pricing administration for complex B2B accounts, supervising analysts and maintaining approved price structures, contract records, reporting, and exception research. Expanded commercial judgment through margin reviews, reconciliations, workflow requirements, and user

STRENGTHS

- ♥ **Revenue protection**
Turned chargeback disputes and pricing exceptions into clearer controls, earning executive confidence through disciplined follow through.
- 👥 **Cross functional leadership**
When Finance, Commercial, and IT needed common ground, connected decisions around forecasts, profitability, and revenue integrity.
- ⚙️ **System transformation**
Led D365, Conga, Flintfox, and Oracle work through requirements, testing, rollout, and practical adoption.
- 📊 **Data governance**
Strengthened contract, customer, pricing, and chargeback records, giving audit teams cleaner evidence and leaders better decisions.
- 👤 **Team development**
Coached managers and analysts through operating reviews and escalation standards, helping distributed teams work with confidence.

SKILLS

Chargeback adjudication

Pricing governance

Contract administration

Revenue management

Medical GPO D365 Conga

Flintfox Oracle Advanced Excel

Business intelligence

AI enabled automation

Audit controls Change leadership

Financial acumen

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Director, Pricing and Revenue Operations at Vantage Medical Supply Group (4.7 Years)

● Senior Manager, Contract and Chargeback Operations at Arcadia Industrial Health Products (3.8 Years)

● Manager, Pricing Administration at Blue Ridge Commercial Products (3.6 Years)

● Pricing and Contracts Analyst at Carolina Distribution Partners (3.8 Years)

testing with Finance and sales operations.

- Built **advanced Excel** models reconciling commercial terms with transactions and highlighting revenue discrepancies.
- Supervised analysts handling price updates, contract validation, customer setup, reporting, and exception research.
- Partnered with **Finance** and sales **operations** on margins, renewals, forecasts, and pricing disputes.
- Strengthened audit support through approvals, change history, exception documentation, and reconciliations.
- Contributed requirements and user testing for **reporting** and workflow improvements.

Pricing and Contracts Analyst

Carolina Distribution Partners 📅 September 2010 - June 2014 📍 Durham, NC

Analyzed contract pricing, customer eligibility, and transactional discrepancies for B2B distribution accounts. Built foundational expertise in controlled pricing workflows, **revenue management**, **customer data**, financial reporting, and internal control support while progressing into broader commercial operations responsibility.

- Analyzed contract **pricing** and customer eligibility for B2B distribution accounts and transactional discrepancies.
- Processed approved pricing changes through controlled workflows after validating effective dates and authorizations.
- Reconciled contract records with sales and Finance data, documenting revenue impacting exceptions.
- Produced Excel reports covering pricing activity, margins, contract status, and account exceptions.
- Supported internal control testing by retrieving records and correcting documentation gaps.

PROJECTS

Revenue Integrity Dashboard Program 📅 2025

Built executive reporting for chargeback aging, pricing accuracy, dispute resolution, and revenue exposure. Clear data gives leaders a shared view of risk, helping teams act earlier and protect customer trust.

Commercial Pricing Workflow Modernization 📅 2023

Connected contract approvals, pricing administration, claim review, and reporting through D365 and Conga improvements. Better workflows support disciplined decisions, stronger controls, and reliable service across business units.

LEADERSHIP & AWARDS

- Recognized by executive leadership for strengthening revenue integrity, audit traceability, and chargeback governance.
- Selected to lead cross functional transformation work spanning D365, Conga, Flintfox, Oracle, and reporting.
- Built a manager development rhythm that improved accountability, escalation quality, and team confidence.

EDUCATION

Master of Business Administration

Wake Forest University 🎓 GPA: 4.0 📅 2016 📍 Winston Salem, NC

Coursework: Finance, Operations Management, Strategic Leadership, Business Analytics

Bachelor of Science in Finance

University of North Carolina at Charlotte 🎓 GPA: 4.0 📅 2010 📍 Charlotte, NC

Coursework: Financial Accounting, Corporate Finance, Economics, Business Statistics

CERTIFICATIONS

- Microsoft Power BI Data Analyst Associate 📅 2025

- Advanced Excel for Business Analytics Certificate 📅 2024

TECHNICAL SKILLS

- **Pricing Platforms:** D365, Flintfox, PROS
- **Contract Systems:** Conga, Oracle, contract lifecycle management
- **Analytics Tools:** Power BI, advanced Excel, business intelligence
- **Data Management:** Informatica, customer data, revenue data
- **Chargeback Operations:** Adjudication, dispute resolution, eligibility
- **Financial Controls:** Audit controls, reconciliations, audit readiness
- **Reporting Systems:** KPI dashboards, executive reporting, profitability reporting
- **Commercial Operations:** Pricing administration, contract governance, revenue management
- **Process Improvement:** Workflow standardization, root cause analysis, continuous improvement
- **Transformation Methods:** Automation, AI enabled initiatives, digital transformation
- **Leadership Practices:** Change leadership, team development, operating reviews
- **Business Applications:** ERP, contract lifecycle management, pricing technology

PROFESSIONAL AFFILIATIONS

- Medical GPO commercial operations contributor with practical healthcare contracting experience.
- Finance and Commercial operations partner focused on revenue protection, pricing discipline, and useful executive insight.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST