

STEVEN P. PIEHL

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Brookfield, Wisconsin

[LinkedIn Profile](#)

SUMMARY/PROFILE:

Independent small business owner with extensive executive level leadership experience in non-profit, healthcare, and regulated industries. Versatile leader with strong results orientation and customer focused style. Areas of interests: strategic leadership, organizational development, business process improvement, and integration of customer experiences.

EXPERIENCE:

Big Orange House, Inc. (dba Milwaukee Laundry)

President/CEO

August 2019 - Present

Established corporation and defined investment infrastructure for company. Purchased the assets of local laundry services business. Execution of business plan, equipment/technology road map, staffing strategies, and marketing plans. Defined investment strategy and acquisitions plan. Responsibilities include day to day operations as well as overall corporate strategy of laundromats in the corporate portfolio.

- Milwaukee Laundry (November 2019- Present)
- Greenfield Laundry (July 2024- Present)

Advocate Aurora Health (promotion) — Milwaukee, WI

Director, Health Information Technology (HIT) Applications

June 2018- March 2019

Partnered with clinical and administrative leadership to deliver technology solutions. Ensured solutions enabled the standardization of care and improved operational efficiencies. Collaborated within highly matrixed environment to plan and implement projects to meet business needs. Determined and articulated budgetary requirements necessary to meet the needs of business units assigned.

- Collaborated with senior executives for all phases of system selection, design, implementation, operation and maintenance processes, leading to successful system adoptions and deployments.
- Trained, mentored, coached and developed assigned manager's skills resulting in cohesive high performing teams while leading through significant organizational changes.
- Defined service level agreements in partnership with business leaders and standardized IT support processes improving customer experience and reducing mean time to ticket resolution.
- Balanced aggressive build and implementation schedules with needs to upgrade and maintain existing production systems. Successfully coordinated and delivered multiple system upgrades for Aurora system while simultaneously implementing Advocate build meeting go-live timelines.
- Identified several application system improvement opportunities. Established and facilitated regular touch points with vendor and business leaders to ensure that development efforts and business needs aligned. Negotiated specific vendor functionality enhancements.

Advocate Aurora Health/Aurora Health Care (2018 merger) — Milwaukee, WI

Manager, IS Region

December 2010- June 2018

Supported all information services needs for business unit. Defined and managed long term technology plan and three year roadmap for business division. Managed support contracts, vendor relationships, revenue cycle, clinical application and end-user device support resources.

- Identified opportunities for skill development within department leadership. Initiated and organized first enterprise-wide IT leadership development day for 100+ leaders, promoting and fostering a culture of growth and learning within information technology teams.

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- Defined IT governance structure for business unit prioritization of IT projects/requests.
- Reduced departmental operating budget by 20% through project consolidation, attrition and operational optimizations.
- Redesigned and implemented highly available solution to deliver seamless VPN connectivity. Improved system stability and reliability for business core operational applications improving patient care delivery.
- Led conversion/replacement process for 5 major business line applications in 24 months. Directed life-cycle management initiatives for the business unit.
- Implemented enterprise-wide electronic health record solution across division service lines.

Children's Hospital and Health System (CHHS) — Milwaukee, WI

Manager, Information Services/Special Projects

2001–August 2010

Served as IT liaison to business executives/leaders in the regional services, patient access, and primary care provider divisions. Focused many efforts on organizational development for IS department.

- Developed and implemented IT change management process for 80+ employee department to manage and coordinate implementation of various project releases and system enhancements.
- Managed and coordinated the corporate IS capital (~\$5M) and operating (~\$40) budgeting processes.
- Established, defined, and implemented Project Management Methodology to produce more consistent results and communication within the organization.

Tushaus Computer Services — Wauwatosa, WI

Internet Project Leader/Consultant

1999–2001

Extensive project management experience for custom software development projects. Projects varied greatly in scope and size based on customer needs. Responsible for all aspects of the projects including: resource allocations, scope, timeline, budget, adherence to organizational SDLC, and client expectations.

- Facilitated organizational change efforts related to new technology implementations for both customers and internal resources.

American Association of Airport Executives — Alexandria, VA

Senior Director, Advanced Technology (promotion – last position with company)

1992–1999

Directed development of digital satellite-based distance-learning network program with a budget of over \$1M. Designed and implemented training/information technology network for organization's membership.

- Prepared and presented proposals to the Board of Directors regarding strategic direction and training initiatives.

EDUCATION:

Waukesha County Technical College

Small Business Center

Small Business Certificate

Pewaukee, WI

The George Washington University

School of Business and Public Management

M.S. Information Systems Technology

Washington, DC

Saint Louis University

Parks College of Engineering, Aviation & Technology

B.S in Aeronautics

St. Louis, MO

AFFILIATIONS:

Granville Business Improvement District #48 (Board Member)

2020-Present

Coin Laundry Association (Member)

2021-Present