

## **EXPERIENCE**

### ***Business Development***

- ❑ Researched and evaluated market conditions, trends, client preferences, and related data to determine competitive position in the industry and identify opportunities for revenue growth.
- ❑ Facilitated contracts with Home Health, Hospice, Medical Transport and Hospitals regarding Skilled Nursing services.
- ❑ Cultivated Director of Case Management, Medical Director and Physician relationships with a variety of Hospitals and Managed Care Contracts in Arizona, Nevada and Colorado.
- ❑ Secured ACO (Accountable Care Organization) preferred provider status for multiple skilled nursing facilities.
- ❑ Assisted in creating SBIR and RFP submissions, with regard to maintaining existing contracts and pursuing further opportunities.
- ❑ Achieved 5 Star status through Medicare.gov for 40% of the facilities in my region.

### ***Management***

- ❑ Managed a staff of twenty employees, created and managed budgets, defined staff responsibilities, scheduled work assignments, selected staff, evaluated performance, conducted sales, marketing, computer and customer service training.
- ❑ Supervised the development of a training and testing facility for the U.S. Army's Persistent Ground Surveillance Systems (PGSS) program in Dateland, Arizona.
- ❑ Instructed and supervised multiple company and community based health and safety training programs and classes, along with coordinating various fundraising events, which raised over \$200, 000.

### ***Marketing***

- ❑ Twenty three years experience creating and developing marketing materials, advertisements, strategies and campaigns for various health care, government contractor, real estate, educational, retail and non-profit organizations.
- ❑ Advised and assisted in Web site development, content, design and management.
- ❑ Marketed a variety of healthcare services to Fire Departments, HMO and Hospital CMO's, Directors of Case Management and Physicians.
- ❑ Managed external resources in the development of integrated sales strategies, including development of brand messages, marketing/communications strategic plans and annual budgets/timelines.

### ***Sales***

- ❑ Executed strategic sales initiatives for all company related trade shows throughout the United States. Industries included Healthcare, Department of Defense, Education and Transportation.
- ❑ Promoted products and services, generated leads, analyzed competitive products, initiated and closed sales. Sold over \$200,000 in charitable sponsorships for various organizations throughout Arizona.
- ❑ Achieved Medicare, and or, total census all-time highs in 75% of my facilities within two years.
- ❑ Increased Hospital weekend admissions by 25% throughout my region.

## **WORK EXPERIENCE**

2011 – 2014 *Preferred Care Partners Management Group*  
Regional Director of Sales and Marketing  
Director of Sales and Marketing ( La Estancia Nursing and Rehab 10-13 )

Plano, TX  
Phoenix, AZ

Responsible for the management of a sales and marketing team encompassing ten skilled nursing facilities throughout Colorado, Nevada and Arizona. Trained and developed internal admissions directors in addition to external clinical liaisons. Provided leadership, development, execution, business management, and strategy to communities within range of

responsibility. Responsibilities encompassed all aspects of sales and marketing, personnel management, census development, marketing budgets, community relations, implementation of policies and procedures. Performed comprehensive site visits; conducting personal on-site review of community operations to identify survey, quality, census, sales and marketing as well as personnel issues. Analyzed staffing issues to assist communities with recruitment, training and retention of staff. Assisted in preparing annual budget recommendations and supporting their success to meet or exceed performance.

2008 – 2011 **STARA Technologies, Inc.**  
Special Projects Manager (*Secret Clearance*)

Gilbert, AZ

Successfully coordinated management of multiple projects, directed toward strategic business and other organizational objectives. Provided delivery management to ensure customer satisfaction with regard to a Department of Defense (DOD) contract, resulting in the training of Romanian Military personnel. Built credibility, established rapport and maintained communication with Military customers, contractors and vendors. Worked with a cross-functional team of representatives from multiple government contractors to ensure a \$23 million dollar account and received timely and effective support regarding any issue. Organized and managed all aspects of Military trade show participation throughout the U.S. focused on Guided Airdrop and Persistent Ground Surveillance System technologies.

2006 – 2008 **Contracted Marketing Consultant**

Client: The Alta Partners

Scottsdale, AZ

Client: Priority One Enterprises / Dependable Medical Transport Services

Phoenix, AZ

Designed and created brand identity, resulting in a 35% increase in web traffic. Established short and long range goals and objectives. Researched and developed strategies which identified marketing opportunities and new project development. Increased new business development and market penetration on average by 25%. Created all marketing materials, press releases and community marketing programs. Developed and maintained relationships with local Fire Department management personnel.

2002 – 2006 **Southwest Ambulance / Rural Metro**  
Public Affairs Manager

Mesa, AZ

Secured multiple contracts with hospitals, assisted and skilled nursing facilities. Trained over 1,000 employees on customer service and marketing techniques. Developed community outreach and charitable programs in conjunction with local hospitals, fire departments city officials and charitable organizations, raising over \$200,000. Prepared, researched and developed Request for Proposal (RFP) submissions to municipalities and hospitals.

2001 – 2002 **Fountain View Village (Assisted and Independent Living)**  
Marketing / Sales Consultant

Fountain Hills, AZ

1998 – 2001 **Las Flores Nursing and Rehabilitation Center**  
Marketing / Admission Director

Mesa, AZ

1996 – 1998 **Clark Nursing and Rehabilitation Center**  
Marketing / Admissions Director

Clark, NJ

## **EDUCATION**

Monmouth University (BS Business Administration)

West Long Branch, NJ

## **COMPUTER KNOWLEDGE**

Adobe Photoshop, Illustrator, Microsoft Word, Excel, Power Point, ECIN, Curaspan, American Healthtech.

## **ORGANIZATIONS**

Mesa Leadership Graduate, United Way Loan Executive, Scottsdale Healthcare Foundation Golf Committee, Dignity Healthcare Foundation Committee, Arizona Fire Chief Association Golf Committee