

*Consumer Experience Consultant | Marketing Manager | Project Manager*

**Professional Summary:**

**Registered Nurse** 10+ years nursing experience in multiple medical specialty areas developing and executing plans and strategies that achieve desired clinical outcomes including changing behavior to achieve desired results. Clinical experience in behavioral health with a deep understanding of consumer behavior and how consumers of products and healthcare services interact with programs and services.

**Sales and Marketing Manager** with a top-tier MBA in Health Industry Management & Marketing. 13 years corporate consumer product experience leading branding, communication strategies and sales operations to manage a consistent consumer experience along all touchpoints within the service encounter.

**Director, New Program Development.** 3 years experience managing cross-functional consumer experience improvement projects in a complex, matrixed healthcare system. Spearheaded and led the design and implementation of an experimental professional development and quality improvement incubator imbedded in a Regional Medical Center resulting in best in class pediatric patient service delivery and patient driven community-based population health programs.

**Skills:**

Clinical Program Design & Launch  
Market & Ethnographic Research  
Project Management

Consumer Experience  
Strategic Planning  
Sales | Marketing Management

Customer Relationship Management  
Microsoft Word, Excel, PowerPoint  
RN | Medical, Behavioral Health

**Experience:**

**Clinical Provider | Disease, Case Manager** (volunteer), *White Bear, MN* *1/2015 - present*

Provided home-based nursing care for two elderly immigrants with complex chronic medical conditions. Point person and advocate responsive to consumer experience and culturally relevant needs. Managed complex medical care by coordinating clinical and support services among various providers and vendors resulting in improved pt. satisfaction and clinical outcomes while preventing unnecessary costs, ER visits and hospitalizations.

**Senior Manager, Baltic Imports, Minneapolis, MN** *6/2002 - 1/2015*

*Cross-functional retail management role responsible for meeting Direct-to-Consumer sales, marketing and operational business objectives. Discovered and analyzed consumer needs maintaining an optimal branded sales and customer service experience consistent across the entire service encounter.*

- ▶ Defined and implemented key sales and marketing strategies in collaboration with executive management moving the company to profitability from an annual year-to-year net loss position.
- ▶ Gathered and analyzed market intelligence and sales and customer relationship management data to support the product life cycle strategy and define ideal product mix.

- ▶ Led an enterprise-wide IT upgrade slashing product development, procurement and transcontinental shipping lead-time in half for the most profitable product category while trimming overall inventory, storage and labor costs by \$250,000.
- ▶ Developed and implemented an aggressive marketing strategy capturing 10% market share from our largest local competitor.
- ▶ Introduced post sales service offerings and in-store promotions resulting in improved NPS scores, and increased brand loyalty and visit frequency for highest revenue generating customer base.

**Registered Nurse, Visiting Nurse Service of New York, NY, NY** 1/1995 - 10/1997  
*Provided nursing care to homebound adult patients with severe sub-acute or chronic conditions.*

- ▶ Improved clinical outcomes and 30-day post-discharge readmissions by focusing on medication management of the top 4 categories of drugs accounting for 67% of re-hospitalizations.

**Director, New Program Development, Family & Child Therapies, NY, NY** 1/1992 - 1/1995  
*Assumed leadership role in newly formed non-profit established to build U.S. partnerships with post-Soviet Eastern European medical institutions mandated to improve clinical outcomes, restructure inefficient operations and create more responsive patient-centered care.*

- ▶ Developed a collaborative partnership with Rezekne Regional Medical Center (Latvia) administrative and clinical leadership to design best in class pediatric mental health services.
- ▶ Cultivated administrative buy-in and facilitated the planning and execution of targeted program goals and operational policies and procedures at a “prototype” satellite clinic for later rollout.
- ▶ Managed project deliverables, scope, time and cost. Key point of contact responsible for recruitment, communication, resource allocation, managing the budget and project logistics.
- ▶ Recruited, screened and managed a team of 25 cross-functional American healthcare providers who trained over 50 Eastern European colleagues in current pediatric and neuropsychiatric assessment and treatment protocols while establishing new patient engagement procedures’ which resulted in improved clinical outcomes for 500 patients and a new model of care.

## **Additional Prior Experience:**

**Registered Nurse, Lenox Hill Hospital, NY, NY**

Staff | Private RN - Neurology, Orthopedics, Med/Surg. Neurosurgery, Emergency Room

**Registered Nurse, Club MTV, MTV Networks, NY, NY** (contracted to set up and provide emergency med. services)

**Registered Nurse, Family Service League/Beth Israel Hospital, NY, NY** - Child/Family Psychotherapist (grad school)

## **Education:**

MBA, Northwestern University, Kellogg School of Management, Evanston, IL

BS / MS, Nursing, Columbia University, NY, NY

## **Licensure & Certifications:**

Six Sigma Green Belt Certification, University of St. Thomas, Minneapolis, MN

CompTIA A+ IT Technology Support Certification, ANSI accredited (ISO 17024 standard)

Registered Nurse, State of Minnesota - current (R 092642-7)