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## **Work Experience:**

### **Director of Marketing and Business Development**

March, 1997 - November, 2010

Southwest Healthcare System - Inland Valley Medical Center and Rancho Springs Medical Center, Murrieta and Wildomar, CA

Director of Marketing Department and Business Development

- Senior Manager and Administrator on Call
- Manager of physician Marketing and relations, planning, support, recruitment and physician satisfaction scores
- Editor of Quarterly Health News Magazine
- Worked closely with CFO on payor mix and margins
- Webmaster for hospital website/social media sites
- Research, graph and map business development pieces (Intellimed, Claritas, and OSHPD) for annual business plan and budget, future product lines, physician needs assessments, demographics, etc.
- Director of award winning bariatric surgery program (SRC and ASMBS Center of Excellence)
- Director of public relations, media relations, community outreach, developed internal and external communications advertising campaigns including: radio spots, print, television, outdoor media, newsletters, etc.
- Strong background in Union issues
- Excellent presentation skills and full knowledge of Microsoft Office programs
- Organizer of a very successful annual golf tournament benefiting community charities

### **Director of Marketing**

August 1990-March 1997

American Lung Association - San Bernardino, CA

Directly responsible for the development and implementation of marketing and advocacy programs in the inland region. Developed and maintained effective relationships with donors, government and community agencies, as well as public and private organizations. Directed the staff and volunteer base on grassroots policy initiatives to support the mission of the American Lung Association.

- Responsible for key communications to the communities the association serves
- Ensured all printed communications met the highest achievable standards with respect to style, accuracy, effectiveness, and timeliness
- Initiated and produced newsletters, brochures, press releases, posters and other pieces deemed necessary
- Served as primary news media contact for all inquiries

- Acted as primary liaison between policy makers and the ALA
- Attended relevant meetings to promote the ALA and its mission on a local level
- Identified opportunities and developed network for integrating volunteers with key professional skills into positions as appropriate for Marketing and Committees
- Responsible for the largest fundraiser of the ALA of the Inland Empire which raised \$180K

### **Respiratory Care Practitioner**

Respiratory Therapist - Day Shift Supervisor  
Circle City Hospital, Corona CA

- Served as a Respiratory Therapist engaged in all aspects of patient care
- Performed and analyzed blood gases
- Managed ventilators, adult and neonatal
- Responded to code and disaster situations
- Worked closely with physicians to provide optimal patient care

### **Affiliations**

Past president of the Murrieta Rotary, present member serving on many committees  
Past Executive Board member of the Temecula Chamber of Commerce  
Chairwoman of the Board of the Circle of Safe-T (sexual assault center)  
Member of the Economic Development Corporation  
Member of the MGMA

### **Computer Skills**

Proficient in Microsoft Office including Word, Publisher, Excel, and PowerPoint

### **Awards**

Rotarian of the Year, Murrieta Rotary  
Rotarian of the Year nominee, Murrieta Rotary  
Citizen of the Year nominee, Murrieta  
22<sup>nd</sup> Annual Healthcare Advertising Awards, Silver winner - Total Public Relations Program  
Award of Excellence APEX  
One-of-a Kind Web and Electronic Publications  
The Communicator Gold Award  
Numerous internal Service Excellence Awards

### **Education**

Bachelor of Science, Healthcare Management  
Respiratory Therapy, Pruett College, Concord CA