4520 East Crystal, New York, NY | Johnny\_Doe@gmail.com | 555-555-1212

**-- Deep Consumer Products Management + Strategic Contributor = Executive Leader --**

***Marketing & Sales Leader / Cross functional Team Leader / Continuous Improvement / Strategy Development***

Transformational leader, seasoned brand management executive, and critical thinker who infuses passion for marketing and new product innovation with strategic financial management orientation, planning, operations, and oversight of support teams using metrics driven key performance indicators. Expertise in organizational planning, operational scaleup and capital management; skilled negotiator, team developer & strategic growth focused contributor. Unique combination of product development engineering and consumer marketing.

**Highly transferable toolbox built over 20 years in executive leadership roles**, from fiscally responsible oversight of multi-million-dollar operating & capital budgets. Success with marketing strategies focused on advertising, direct marketing and both brand and customer brand development. Comfort in finance, engineering and multi-department direction for diverse people, operations, services, and equipment. Strong business acumen; able to quickly assess risk, identify opportunity by working cross-functionally throughout matrixed organizations to drive enterprise change and continuous improvement. Proven ability to build relationships & improve customer satisfaction through people-focused teams, effective client services and an upbeat culture. International market development expertise (Europe, South America, China).

**CAREER OVERVIEW**

**Leadership –** Forward-thinking innovator and skilled negotiator with relentless commitment to organizational excellence & team enhancement.

**Marketing –** Lead strategic planning to attain and exceed customer goals in range of global climates.

**Seasoned Negotiator –** Able to cross departmental lines, break silos and bridge communication among stakeholders. Ability to drive company-wide cooperation through compassion, focus & energy.

**Key Qualifications**

* **Master of Business Administration (MBA)**
* **Bachelor of Science, Marketing**
* **Lean Six Sigma Green Belt**
* 25+ years brand management experience, including tenures in the US and abroad.
* Unwavering commitment to excellence in product quality, customer partnerships and winning.

 **LEADERSHIP SNAPSHOT**

**EVP,** **Marketing,** The Dial Corporation, US and Indonesia2014 –Present

**VP, Corporate Marketing, Proctor & Gamble, Key Brands /Walmart,** Bentonville, AR2009 – 2014

**Regional Director, Branding, Southern California,** P&G, 2004 – 2009

**Director, National Sales,** **Eastern Region**, Black & Decker, NY2000 – 2004

**Corporate Coordinator, Operations, Marketing, Sales Engineering,** GE, Pennsylvania1998 – 2000

 **CAREER HIGHLIGHTS**

**Sidra Medicine, Doha, Qatar | March 2014 to Present**

*Hand-picked to serve in advisory role to support creation and deployment of North American academic medical center model to care for local women and children; oversee team of 40 FTEs & 4 senior managers.*

**DIRECTOR – Department of Biomedical Engineering**

Oversaw all medical equipment selection and installation as technology advisor to C-suite and member of the team tasked with the startup of a new hospital. Worked with clinical teams to plan and configure enterprise systems, processes, and procedures to establish hospital protocols. Designed out-of-box solutions to improve productivity and workflow for clinicians. Leveraged extensive hospital operations experience gained at Kaiser to deliver similar benchmarking and standardization of systems and support infrastructure. Established central buying pool to consolidate equipment purchases and eliminate redundancy.

* Founding Director of Biomedical Engineering for the medical center.
* Implemented a new computerized maintenance management system to improve performance.
* Increased Key Performance Indicators (KPIs) by 23% after leading project to streamline service processes and reduce organization-wide response and repair times.
* Designed gap analysis and financial forecasts during each phase of clinic expansion; identified equipment needed for purchase vs. equipment available for transfer to reduce spend.
* Established and co-chaired C-Suite, multidisciplinary Medical Technology Oversight Committee.
* Directed medical technology capital budgets and pre-procurement processing of over $24M operating and capital budgets in 2016, $57M in 2017, and $42M in 2018.
* Project Management: Oversaw installation and commissioning of 38K pieces of medical equipment and integration/clinical validation of 5400 pieces of medical equipment with EMR.
* Championed continuous improvement during capital projects for medical equipment and clinical system creation, resulting in successful launch of North American model.

**Hoag Memorial Presbyterian Hospital, Newport, CA | 2013 to 2014**

*Responsible for managing medical technology management operations across 2 hospitals.*

**DIRECTOR –** **Corporate Department of Biomedical Engineering**

Championed initiative to create a single strategy and benchmark for the management and maintenance of the system while streamlining processes and reducing enterprise maintenance costs. Introduced new technology and vision resulting in a standardized budgeting system that existed cross-functionally with IT.

* Demonstrated savings of introducing an in-house model to standardize capital planning & purchase.
* Project Management: Oversaw initiative to introduce wireless Massimo Safety Net system to replace outdated pulse oximeters including integration of alarms with Cisco phones.

**Kaiser Permanente, Pasadena, CA | 2011 to 2013**

*Held leadership responsibility for shop sites at 14 medical centers across southern California with over 100 FTEs and accountability for regional and local process improvement and systems creation & evolution.*

**REGIONAL DIRECTOR – Clinical Technology, Southern California**

Built partnerships and gained buy-in at the local and regional level and then leveraged those relationships to accomplish mission-critical goals and drive continuous improvement at the central office. Conducted face-to-face meetings with stakeholders at each center to ensure needs were met and voices heard. Built business plans to show value to each local leader and demonstrate cost savings over time. Led multimillion-dollar EMR integration projects: Physiological Data Integration, Arterial Blood Gas Integration, EYE Care PACS & IV Pumps Wireless Integration.

* Led enterprise deployment initiative, saving $2M through reduced capital procurement & reduced labor costs to track equipment; introduce just-in-time inventory control.
* Led the department through 14 Joint Commission (TJC) surveys in 1 year.
* Project Management: Led a multi-disciplinary team in the replacement of 7000 infusion pumps at a cost of $9 million including the development of “one” drug library across the region ensuring patient safety through standardization.
* Led the development and standardization of a regional wide clinical alarms system.

**New York University Medical Center, New York, NY | 2002 to 2011**

*Provided end-to-end management* *for clinical engineering departments across 4 hospitals and 100 affiliated clinics within academic medical center and teaching hospital for the NYU School of Medicine.*

**DIRECTOR –** **Department of Clinical Engineering**

Worked to consolidate and streamline operations by implementing 5-year protocols for equipment planning, negotiating approvals to anticipate operating and capital budgets, and centralizing the database system after performing executive analysis to identify opportunity. Brought all equipment planning for construction in-house and served in employee hiring, firing, and performance evaluation role.

* Directed creation of medical equipment management plans including compliance analysis and 5-year forward strategy to anticipate capital requirements.
* Provided financials, valuations, and cost-saving projections during M&A activities.
* Spearheaded multidisciplinary project teams of administrators, physicians, IT, and other healthcare professionals for clinical workflow improvements, equipment evaluation, installation, cost-effective strategies, and structural modifications projects.
* Led automation of systems initiative including introduction of digital medical equipment database & subsequent benchmarking to champion a lean operations methodology.

 ***Additional Experience***

**Director of Advertising, Foote, Cone, Belding,** (1995 to 1998)

**Chicago Headquarters**

**Assistant Director of Art Operations, Department of New Product Engineering** (1992 to 1995)

**Hallmark Cards, Inc, Kansas City, KS**

**Assistant New Product Research Engineer, Department of Engineering** (1989 to 1992)

**StoneyBrook of New York at Stony Brook, NY**

**Research Engineer,** (1996 to 1997)

**QualComm, CA**

 **Education & Credentials**

**Master of Business Administration (MBA),** Harvard, Cambridge, Mass 1993

**MS, Engineering Science**, University of Arizona, Tucson, Arizona 1992

**Bachelor of Science, Marketing,** Arizona State University, Temple, Arizona 1989

Professional Certifications

* + - Lean Six Sigma Green Belt – Lockheed Martin / Rutgers University
		- Certified Master Marketer (CMM) – Harvard Business School Executive Training Seminar