

Offering more than 20 years of executive-level leadership in nonprofit and corporate environments. Expertise includes strategic operational leadership, fiscal accountability, fundraising, community outreach, business development, staff supervision, healthcare, and public speaking.

**Expertise**

- Nonprofit Organizations
- Executive Leadership
- Strategic Operations
- Budget Management
- Fundraising Efforts (Donations, Sponsorships, Grants)
- Profit and Loss
- Staffing
- Team Building & Training
- Staff Supervision
- Community Outreach
- Serving on an Executive Board
- Strategic Planning
- Community Leadership
- Healthcare and Human Services
- Marketing Strategies
- Client Relationships
- Key Account Acquisition
- Customer Relations
- Executive Presentations
- Public Speaking
- Forecasting & Analysis
- Facilities Management

**Executive Director**

*AREAS OF EMPHASIS – NON-PROFIT ORGANIZATIONS AND HEALTHCARE*

Executive Director with extensive operational leadership experience in nonprofit and corporate environments seeking a new opportunity. Well-developed skills overseeing operations, managing multimillion-dollar budgets, leading fundraising and community outreach efforts, managing staffs, executing large-scale events, and serving on a Board of Directors. Background includes more than 15 years of senior-level leadership for top healthcare organizations such as Cigna Healthcare and United Healthcare.

- **Community Outreach and Fundraising:** Proven track record of success increasing revenue through community outreach and fundraising efforts (grants, corporate sponsorships, donations, and events).
- **Fiscal Accountability:** Demonstrated ability managing multimillion-dollar budgets.
- **Staff Management:** More than 20 years of staff management experience; capable of leading and directing large teams of employees.

**Experience**

THE CENTER FOR THE ARTS — Dallas, TX 1/2009 to Present  
*A non-profit regional arts center that produces live performances, art gallery exhibits, and community and private events.*

**Executive Director – Operations and Sales**

Manage and oversee daily operations including fundraising, business development, staffing, volunteer programs, theatrical productions, press releases, art exhibits, facilities maintenance, and advertising and marketing. Lead and execute fundraising efforts through donations, sponsorships, grants, and events.

- Manage and supervise all community outreach activities.
- Manage and sit on Board of Directors.
- Perform strategic sales forecasting and planning; manage and oversee Profit and Loss and manage budget.
- Oversee production of 12 live performances and 12 visual art shows for the gallery per year.
- Collaborate with the YMCA, Boys & Girls Clubs, and other community groups to provide 4 *Center Stage Academy* camps per year for children 1st through 12th grades, to learn aspects of show production.
- Oversee theater rentals for private and public functions.
- Work with public schools to provide performing arts and visual arts venues.
- Increased education revenue by more than 1000% by hiring a new Theater Education Coordinator and increasing the number of theater-education classes.
- Increased revenue by 80% year-over-year by increasing ticket sales, donations, corporate sponsorship programs, and grants.
- Upgraded the care and maintenance of the 101-year-old building and increased ticket prices; significant increase in sales revenue.

## Career Progression, Continued

ABC COMPANY — Ft. Worth, TX

### Exclusive Agent, 2006 to 2009

Managed and oversaw the daily operations of an independent Allstate Agency, from soliciting new business to servicing new and existing clients. Supervised 2 fulltime employees and up to 4 part-time employees.

- Managed human resources, bookkeeping, sales and sales strategies, marketing, and promotions.
- Responsible for all purchasing, operations, and office set up.

ABC COMPANY — Levee, TX

*A national healthcare savings program for individuals, employers, and their employees.*

### National Vice President of Sales and Marketing, 2004 to 2006

Managed and oversaw all sales and business development activity nationwide.

- Enrolled Cardinal Health Inc, the company's largest account as of 2006; resulted in \$1.2 million in additional revenue.
- Sold an exclusive, national agreement to CVS Pharmacy.
- Created all sales, marketing, and service materials.
- Implemented a sales strategy that led to major sales in 90 days.

ABC COMPANY — Allen, TX

*A \$40 Million third-party healthcare administration company.*

### Vice President of Sales and Marketing, 2001 to 2004

Created and implemented sales and marketing strategies for a \$28 Million book of business for the group benefits administration organization; managed a \$500K budget and spearheaded all sales efforts.

- Generated \$24 Million in revenues and increased membership by 800%.
- Secured the largest account in company history in Louisiana.

ABC COMPANY (FORMERLY XYZ COMPANY) — Bedford, TX

*A \$182 Million regional managed healthcare organization serving the entire state of Louisiana.*

### Chief Marketing Officer, 1997 to 2001

Oversaw and supervised all sales and marketing operations including strategic planning initiatives, revenue planning, product development, and budget preparation.

- Managed, monitored, and tracked a \$3.7 Million budget and supervised a staff of 65.
- Increased sales and company revenue by 86%.
- Improved client retention within current accounts to 98%; increased in-group growth from 3% to 30%.
- Produced one of the fastest growing health plans in region through establishment, oversight, and management of sales and service teams while providing strategic direction for each market segment.
- Key clients included Louisiana Clerks of Court Association and Tillage Construction.

ABC Company, Dallas, TX, Vice President of Sales and Marketing, 1996 - 1999

ABC Company, Addison, TX, Vice President of Sales and Marketing, 1994 - 1995

**Education:** LOYOLA UNIVERSITY, NEW ORLEANS, LA, BACHELOR OF ARTS: MASS COMMUNICATIONS