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## Public Relations Professional

*Over 17 years' experience growing business through designing and implementing influential public relations strategies while managing office operations*

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Accomplished senior leader with experience developing public relations and communications strategy to support leaders within the health industry, while managing office operations, new hires and staff retention. Specific expertise in executing high-impact media exposure for healthcare IT and medical device companies with clinical trials, product launches, and issue awareness campaigns. Proven results securing and retaining new business in competitive environments with design and execution of business proposals, facilitating pitch meetings, and client management approach. Passionate and dedicated to employee development and mentoring to grow PR, communications, and customer account leaders.

### Areas of Expertise

- Public Relations & Communication Strategy
- Pre-Launch Market Conditioning
- Product Launches
- Clinical Trial Recruitment
- Issues Awareness Campaigns
- Employee Development & Mentoring
- Operational Leadership
- New Business Development
- Account Management
- Client Acquisition Meetings
- Cross-Functional Team Leadership
- Budgeting/Finance Oversight

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## Professional Experience

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Allison+Partners, San Francisco, CA  
**SENIOR VICE PRESIDENT, INTERIM GM, 2018**

*Managed San Francisco operations, new hires, staff retention and largest healthcare client while participating in new business development.*

Managed operations which included staffing, recruiting and budgets for the Allison+Partners headquarters office in San Francisco. Concurrently, collaborated with other GMs across the US and international A+P landscape to ensure synergies among clients and account teams. Fostered a collaborative, supportive and entrepreneurial environment for staff to thrive. Provided strategic counsel, management of budgets, contracts and teams, and served as day-to-day client contact for Dignity Health. Participated in new business opportunities and prospects to drive proposals and accompanying presentations.

MSLGROUP, San Francisco, CA  
**SENIOR VICE PRESIDENT, 2005 - 2017**

*Oversaw public relations campaigns and communication strategy for clients within the healthcare industry.*

Led account management teams of 15 public relations professionals for key clients in the medical device, healthcare IT, and life science sectors. Developed and implemented strategy, crafted impactful

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communications, secured media coverage, oversaw client budgets, and managed workflow. Led new business development strategy, including introductory meetings, assembly of pitch team, business proposal development, and client acquisition meetings. Supported office operations for 70+ employees, responding to human resources, logistics, facility issues. Sponsored staff development and mentoring programs.

- ◆ Retained a steady client base of \$1M during a period of overall company revenue decline through maintaining strong client relationships and delivering successful communication strategies for clients.
- ◆ Increased Healthcare Practice growth by 30% within a 12-month period by retaining and building client base and internal staff, acquiring \$65K per month in new business, and generating \$70K in additional fees for existing clients.
- ◆ Spearheaded internal Staff Nurturing Program for 70+ employees resulting in reduced turnover rates and staff advancement within the company.

KPR, Inc., New York, NY

**SENIOR ACCOUNT EXECUTIVE, 2003 - 2005**

*Designed and executed public relations campaigns for established dermatology clients.*

Planned public relations campaigns for FDA pre-launch and launch event elements of a two-year marketing campaign for leaders in dermatology industry. Collaborated with department chairs and residents from medical facilities. Conducted media outreach, developed media lists, crafted pitch points, drafted press kit materials and press releases, and executed communications. Facilitated daily status and weekly update meetings with internal team and clients. Developed project estimates, processed monthly billings, and developed billing reports.

- ◆ Planned, organized, scheduled, and executed a grassroots public relations campaign for 3M Dermatology - AK Awareness.

Cohn & Wolfe, New York, NY

**ASSISTANT ACCOUNT EXECUTIVE, 2002 - 2003**

*Monitored and responded to public relations campaigns for established pharmaceutical clients.*

Monitored media outlets, including web, newspapers, and publications for competitor news and client campaign progress. Developed pitches, crafted press releases, wrote newsletters and reports. Planned and executed campaign events.

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## **Education**

**Bachelor of Arts in English & Creative Writing**

*Colby College, Waterville, ME*

- Study Abroad - Universit  de Bourgogne, Dijon, France.
- Varsity Lacrosse Team, Co-Captain

**Diploma**

*Taft School, Watertown, CT*

- Class Representative, Senior Year
- Varsity Lacrosse and Cross-Country Teams