

Patti L. Plough

• 414.375.1603 • patti.plough@healics.com • 8919 West Heather Avenue • Milwaukee, WI •

HEALTH AND WELLNESS

Corporate Management & Leadership • Program Development • Customer Service • Strategic Planning

- Insightful, dynamic professional with extensive experience that includes more than 38 years of emphasizing health care for individuals and implementing wellness programs in the workplace.
- Dynamic, results-oriented leader with a strong track record of performance in turnaround and high-paced organizations.
- Utilizes keen analysis and insights and team approach to drive organizational improvements and implementation of best practices.
- Superior interpersonal skills, capable of resolving multiple and complex (human resources, legal, financial, operational) issues and motivating staff to peak performance.
- Proven organizational development skills with increased client retention year over year in multiple organizations.

CORE STRENGTHS IN:

Strategy, Vision & Mission Planning
Profitability and Cost Analysis
Programs, Services & Products

Public Relations and Media Affairs
Finance, Budgeting & Cost
Management
Customer Relations and Service

Quality Control
Competitive & Market Analysis
Wellness Program Development
Management & Leadership

Healics, Inc. – Milwaukee, WI

July 2011 – Present

OWNER / PRESIDENT / DIRECTOR OF OPERATIONS

Owner of a nurse owned and operated full service wellness provider with primary focus on developing processes for improved client service. Administer company budget and strategy planning.

- **Developed and improved Healics processes and protocols**, increasing customer retention to 99%.
- **Creates Culture** with Healics employees to find their “why”. Increasing employee retention rate.
- **Presided over quality control to support customer base** of small to large employers.
- **Metropolitan Milwaukee Association of Commerce 2014 Future 50’s Award Winner.**

Corporate Health Planners –Williams Bay, WI

Jan 1991 – July 2011

OWNER / PRESIDENT

Spearheaded company start up with primary focus on marketing and sales of the Healics wellness program including biometric screenings for a diverse group of employers.

- **Developed and built business from start- up** generating 6-figures annually.
- **Set standards, established training procedures**, and led supervision for all employees hired.
- **Presided over quality control to support customer base** of small to large employers.

Speakers & Events-R-US – Williams Bay, WI

April 1994 – July 2011

OWNER / PRESIDENT / SALES

- **Developed and built business from start- up** generating 7-figures annually.
- **Set standards, established training procedures**, and led supervision for all employees hired.
- **Presided over quality control to support customer base** of small to large employers.
- **Build and manage event programs including:** driving demand, content, speakers, budget, timeline, logistics, staffing, etc.

- **Identify opportunities** to sponsor industry events and to partner with other companies and co-host joint events.
 - **Prepare and confidently execute** flawless events and manage on-site staff and schedule in a professional manner.
 - **Develop the process from the start of the event through completion** and then continue to monitor results.
 - **Measure and report on effectiveness of marketing** activities, events and campaigns, with the purpose of improving efficiency and revenue generation.
 - **Forecast, evaluate, measure and report on** marketing campaign/activities and effectiveness.
-

EDUCATION / CREDENTIALS / LICENSURE

- Diploma Degree in Nursing – Gateway Technical College – Kenosha, WI
- Recreational Therapy – Grangeville, ID
- Certified Wellness Coach – Milwaukee, WI
- American Red Cross, CPR/AED, First Aid
- Licensed Nurse – Multi State

COMMUNITY / AFFILIATIONS

Member: WELCOA, Wellness Council of America Member **Contributor:**

Make a Wish Foundation

Children's Hospital

Board of Directors, Succeed Forever Community Transformation

Chairman of the Board, Speakers & Events-R-Us, former President

Blog author - godmom.org, spiritual coaching