

KATIE A. MOERSFELDER

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Business Development / Marketing / Strategy Leader

Dedicated solutions strategist and continuous top performer with 18 years of career progression that features vice president-level oversight of business development and strategy for the 9th largest not-for-profit health system in the U.S. Key career milestones include:

- ◆ **Directed growth initiatives that resulted in year-over-year growth in gross revenue – exceeding target each year** (29% over target in 2015, 48% over in 2016, 165% over in 2017, and 42% over in 2018) (*Aurora Health Care*)
- ◆ **Drove development and execution of major marketing initiatives** that cumulatively produced **4,000+ new specialty care and retail customers** and **generated \$12M+ in downstream revenue** in 2014. (*Aurora Health Care*)
- ◆ **Received CEO Award of Excellence** in 2012 for transforming brand and **increasing customer clinic volume 40%** within 2 years. Highly selective award reserved for only **.05% of 30,000+** employees. (*Aurora Health Care*)
- ◆ **Generated 2 consecutive years of high increases in membership dues** (**59%+** the first year and **105%+** the second year) through development and implementation of aggressive annual marketing plans. (*La Crosse Chamber of Commerce*)

Areas of Expertise Include:

Strategic Planning | Financial & Budget Management | Consulting – Strategy, Business, Operations | Brand Strategy & Management
Team Building | Program Development | Multichannel Marketing | Trend Analysis & Demand Forecasting | Competitive Analysis
Project Management | Marketing Metrics & Evaluation | Consumer Experience | Community Leadership | Developing Talent

Professional Experience

Advocate Aurora Health – Milwaukee, WI & Chicago, IL

2006 – Present

The 9th largest not-for-profit health care system in the U.S.

VICE PRESIDENT OF BUSINESS DEVELOPMENT (October 2019 – Present)

Oversight of Business Development for the Greater Milwaukee Patient Service Area (5 hospitals, 4 ASCs, over 100 ambulatory access points)

- ◆ **Daily site responsibility at Aurora Sinai Medical Center & the Downtown/Northshore clinics**

EXECUTIVE DIRECTOR OF BUSINESS DEVELOPMENT (June 2018 – October 2019)

Generate value & revenue for the SC WI & NW Chicagoland Patient Service Area (PSA) (featuring 4 hospitals, 49 clinics, 11 rehab sites, and 3 ambulatory surgery centers) by leading business and growth planning. As a member of the region's Executive Leadership Team, lead integration, relationships and strategic direction across WI & IL. Oversight & talent management of 7 employees.

Business Strategist: Lead development of strategic annual growth plans, including financial/market performance/volume analysis; demand forecasting; consumer research & trends. Assess business lines and market to identify gaps and opportunities for new growth & innovation. Create strategies to support access, connectivity, efficiencies, recruitment, program development, and referral capture. Develop go-to-market strategies for program and site launches.

Commercial Sales Driver: Direct team in building relationships with area employers, generating leads, and developing accountable care and other product solutions to increase commercial payer mix in growing revenue. Identify opportunities to meet market needs.

Partnership Champion: Develop community collaborations with government, education, business, and nonprofit organizations supporting shared goals and service coordination. Build effective relationships from C-Suite to frontline across internal organization.

- ◆ **Created the organization's 1st Consumer-First PSA Operating Plan** to advance care delivery and to optimize portfolio of services and grow across identified populations
 - ◆ **Developed newly merged organization's 1st Border Geography Plan** to increase population reach and develop consumer connection and continuity for health resource selection in the geography in which Advocate Aurora has limited or no presence today
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DIRECTOR OF GROWTH & BUSINESS DEVELOPMENT (April 2015 – June 2018)

Led strategic growth planning for one of 7 patient service markets (featuring 2 hospitals, 12 clinics, and a regional surgery center). As one of 8 senior leaders, directed integration of organization's strategy values (service and clinical quality, caregiver engagement, financial success, and growth). Provided oversight of position requests, capital planning, goal setting, and addressing of operational barriers.

- ♦ **Directed growth initiatives that resulted in year-over-year growth in gross revenue – exceeding target each year** (29% over target in 2015, 48% over in 2016, 165% over in 2017, and 42% over in 2018)
- ♦ **Instituted changes that contributed to reducing provider outmigration referral rate** (from 11.5% in 2015 to 8.8% in 2016 to 7.9% in 2017 and to 7.6% in 2018).
- ♦ **Led development and engagement of the Community and Business Advisory Committee** (22 external organizational members), created to collaborate in actively shaping the market's health care future.
- ♦ **Exclusively selected** to participate in Inspirational Leadership Training Series (1 of 28 caregivers across Aurora system).

PRODUCT MARKETING MANAGER (Aug 2013 – April 2015)

MARKETING COMMUNICATIONS MANAGER (Dec 2012 – Aug 2013)

SENIOR MARKETING COMMUNICATIONS COORDINATOR (Nov 2009 – Dec 2012)

MARKETING COMMUNICATIONS COORDINATOR (June 2008 – Nov 2009)

MARKETING COMMUNICATIONS ASSOCIATE (May 2006 – June 2008)

EARLIER EXPERIENCE: Sponsorship Specialist at United States Bowling Congress (USBC); Membership and Sales Director at La Crosse Area Chamber of Commerce; Marketing Associate at JFK Associates, Inc.

Education / Volunteer Work / Affiliations

University of Wisconsin – La Crosse:

MASTER OF BUSINESS ADMINISTRATION (MBA) 2003

BACHELOR OF SCIENCE – BUSINESS ADMINISTRATION / INTERNATIONAL BUSINESS MINOR 2001

Marketing Director (Volunteer): Through Nora's Eyes – The Hope Foundation for Nora Lawton; **Board of Directors Member:** Friends of the Greendale Library; **Troop Volunteer / Cookie Mom:** Girl Scout Troop #20123; **Member:** Greendale Originals Neighborhood Association; **Member:** Greendale Overlook Farms Association; **Member:** Greendale Lions Club