

Nicole Zielski, M.B.A.
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Summary:

14 years of health care administration experience, specifically in the area of Business Development and Growth Strategies.

PROFESSIONAL EXPERIENCE

Director, Market Development & Sales: Present
Aurora Health Care – Milwaukee, WI

I am responsible for developing and achieving market growth goals through successful implementation of growth strategies within Aurora's Greater Milwaukee South patient service market. Additionally, key accountabilities include:

- Leading the market's strategic annual growth planning and monitoring/reporting throughout the year.
- Development and overseeing execution of business plans and strategies that produce an acceptable return, optimizing all available internal resources to meet or exceed individual revenue goals within a defined market.
- Managing the market growth team, including coaching, mentoring and directing activity to execute the growth plan and achieve growth targets.
- Managing the market sales team, including coaching, mentoring and directing activity to execute the sales plan and meet sales goals.
- Developing, building, and maintaining customer relationships, internally, with providers and, externally, with community organizations within the patient service market.

Market Manager: 2012 – 2015
Aurora Health Care – Milwaukee, WI

Chiefly responsible for identifying and cultivating growth opportunities within Aurora Health Care's Greater Milwaukee South Patient Service Market. Working closely with members of hospital and medical group operations teams, marketing communications, market research, I was accountable for primary care practice growth within the medical group with a focus on increased utilization of services provided at Aurora's area tertiary and community hospitals. Other responsibilities included building and maintaining relationships with community organizations and employers in the Southeastern section of Milwaukee County.

Director, Business Development & Marketing
Lakeshore Medical Clinic – South Milwaukee, WI: 2002-2012

Reporting to the CEO/President as part of the senior management team, chief accountabilities included:

- Providing leadership and direction to the marketing and business development team by guiding the creation of marketing materials and overseeing community activities and physician recruitment.

Nicole Zielski 2

- Defining and evaluation of key market demographics and competitive landscape to create short and long term business development and marketing strategies as well as annual provider recruitment plan.
- Partner with clinic operations to develop and execute business plans and strategies for new providers, services, and clinic.

Key achievements included:

- Development of a functional Business Development and Marketing team and Department
- Creation of process and procedures to further develop, formalize and improve business development and marketing department standards.
- Successful recruitment and placement of physicians, increasing practice growth for the organization utilizing a number of sources including area residency programs, Aurora Health Care recruiting services, and national recruitment firms.
- Partnered with South Milwaukee School District and South Milwaukee High School's HOSA Program to develop and execute an annual summer internship and scholarship program for students interested in pursuing a career in the health care industry.

Dental Associates, LTD – Wauwatosa, WI: 1993 – 2002

Over my 9 years of employment at Dental Associates, Ltd I held a variety of clinic and administrative positions including:

- Executive Assistant to CEO/Founder (2001-2002)
- Bookkeeper (Payroll & Accounts Payable) (2000 – 2001)
- Marketing Assistant, CAREPLUS DENTAL PLANS (1998 – 200)
- Administrative Assistant to Clinic Administrator (1997 – 1998)
- Switchboard Operator (1996-1997)
- Clinic Front Desk Representative, S. Cesar Chavez Drive Clinic (1996)
- Appointment Center Representative (1995)
- Orthodontic Dental Assistant (1993 – 1994)

EDUCATION

Masters, Business Administration

Alverno College, Milwaukee, WI: 2008 – 2010

Bachelor of Arts, Marketing Management

Alverno College, Milwaukee, WI: 2003-2007

High School Diploma

Alexander Hamilton High School, Milwaukee, WI: 1988-1992

HONORS AND AWARDS

Ambassador of the Year, 2013 –South Milwaukee Chamber of Commerce

Nicole Zielski 3

Honors Graduate, 2007 – Alverno College, Milwaukee, WI
Employee of the Year, 2005 – Lakeshore Medical Clinic, South Milwaukee, WI

MEMBERSHIPS & VOLUNTEERING

External Assessor, Alverno College

Volunteer, Wisconsin Women's Business Initiative Corporation (WWBIC)

Past President and Current Board Member, South Shore Chamber of Commerce

Board Member and Marketing Committee Member, Historic Hwy 41 BID