

NICOLE ZIELSKI, M.B.A.

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Objective: To create and lead the execution of comprehensive growth strategies in support of business and market goals.

Summary:

10 years of progressive experience in health care office administration, marketing, business development, physician recruitment, and provider on-boarding as well as management responsibilities for support staff and team development.

PROFESSIONAL EXPERIENCE

MARKET MANAGER, Growth & Market Development, PRESENT
AURORA HEALTH CARE - Milwaukee, WI

Chiefly responsible for identifying and cultivating growth opportunities within Aurora Health Care's Greater Milwaukee South Market. Working closely with members of hospital and medical group operational leadership and the marketing communications team to develop and execute tactics, I am specifically focused on practice growth for primary care providers at Lakeshore Medical Clinic, obstetrical and gynecological practice growth at Aurora Medical Group, Aurora Advanced Healthcare, and Lakeshore Medical Clinic, and increasing utilization of women's health services at the Aurora Women's Pavilion locations in both West Allis and Franklin.

DIRECTOR, BUSINESS DEVELOPMENT & MARKETING, 2008 – PRESENT
LAKESHORE MEDICAL CLINIC – South Milwaukee, WI

Provided leadership and direction to the marketing and business development team by guiding the creation of marketing materials as well as overseeing community activities and physician recruitment. As a member of the Lakeshore Medical Clinic senior management team, defined and evaluated market demographics and competitive landscape to ensure marketing & business development activities were in congruence with company objectives.

Key responsibilities include:

- Created and developed relationships with area businesses and community groups to promote physician practice growth
- Worked closely with the Aurora Health Care Growth & Development team to develop opportunities for physician practice growth by leveraging the relationship with the hospital system
- Partnered with clinic operations team to develop and execute business plans and strategies for new providers, services, and clinics
- Drafted and executed annual Recruitment & Marketing Plan

BUSINESS DEVELOPMENT COORDINATOR, 2006 - 2008
LAKESHORE MEDICAL CLINIC – South Milwaukee, WI

Worked closely with Lakeshore Medical Clinic senior management team to develop marketing strategy and execute community and physician recruitment activity to align with business goals.

Key responsibilities include:

- Created process and procedures to further develop, formalize, and improve Business Development & Marketing department standards
- Developed a functional Business Development & Marketing Department
- Identify and managed use of outside advertising agencies and printers relationships in all aspects of the creative process for a wide range of marketing tools including collateral, mass media purchases, and web content.
- Create and execute the annual marketing communications plan
- Partnered with the South Milwaukee School District and South Milwaukee High School 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
- Actively recruited and placed physicians to increase practice growth for the organization utilizing a number of sources including directly contacting residency programs, working with recruitment at Aurora Health Care, contingency and retained national recruiting firms.

EXECUTIVE ASSISTANT, 2002-2006
Lakeshore Medical Clinic – South Milwaukee, WI

Provided assistance to the CEO/President and the senior management team in business development activities including facilitating physician recruitment meetings, developing physician recruitment itineraries, coordinating physician employment agreements in addition to executing daily administrative activities and projects enabling the accomplishment of company-wide goals.

VARIOUS CLINICAL & ADMINISTRATIVE POSITIONS, 1993 - 2002
Dental Associates, Ltd. – Wauwatosa, WI

Dental Associates, Ltd. is a full service dental office, with 6 locations and over 80 dentists, providing general dentistry, oral surgery, and specialty services such as orthodontic, cosmetic, endodontic, and prostodontic care for the entire family. Over my 9 years of employment at Dental Associates, Ltd., I held various clinic and administrative positions including: Executive Assistant to CEO/Founder (2001 – 2002), Bookkeeper (Payroll & Accounts Payable) (2000 – 2001), Marketing Assistant (1998 – 2000), Administrative Assistant to Clinic Administrator (1997 – 1998), Switchboard Operator (1996 – 1997), Clinic Front Desk Representative (1995 – 1996), Appointment Center Representative (1995), Orthodontic Assistant (1993 – 1995)

EDUCATION & CREDENTIALS

Master of Business Administration
Alverno College, Milwaukee, WI • 2008 - 2010

Bachelor of Arts, Marketing Management,
Alverno College, Milwaukee, WI • 2003 -2007

High School Diploma
Hamilton High School, Milwaukee, WI • 1988 –1992

HONORS & AWARDS

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

MEMBERSHIPS & VOLUNTEERING

External Assessor, Alverno College
Volunteer, Wisconsin Women Business Initiative Corporation
Board Member, Lakeshore Medical Clinic Foundation, Inc.
Board Member, South Milwaukee Chamber of Commerce