

**CURRICULUM VITAE****HEALTH CARE BUSINESS PROFESSIONAL & SCHOLAR**

Highly professional health care and business development leader with 20 years of continuous career growth, a passion for leading, and a drive to surpass revenue targets. Committed to lifelong learning, skilled in research, data analysis and presenting findings. An exceptional communicator with strong interpersonal skills, able to develop and foster long-term business relationships. Proven consumer needs assessment aptitude, strong problem-solving abilities and strategic business plan development, with results-driven outcomes to deliver the most remarkable patient experience. Core professional competencies include:

• Strategic Planning & Leadership	• Leadership Communication and Presentations
• Business Plan & Program Development	• Coaching and Emotional Intelligence
• Team Focused	• Market and Consumer Intelligence Management
• Physician Relations	• Community Relations & Outreach
• Diversity, Equity & Inclusive Perspective	• Stakeholder Collaboration & Integration
• Health Care Industry Intelligence	• Analytical, Financial & Budgetary Insight

**EDUCATION**

2022	Doctorate of Education (EdD) Alverno College, Milwaukee, WI  Dissertation Titled “An Exploration of a Path to More Latina Executives”
2008-2010	Masters Business Administration (MBA) Alverno College, Milwaukee, WI
2003-2007	Bachelor of Arts, Marketing Management Alverno College, Milwaukee, WI

**PROFESSIONAL EXPERIENCE**

2016 – Present	Director, Business Development, Advocate Aurora Health - <i>Successful collaboration with cross-functional teams in developing business cases for capital projects across the Greater Milwaukee Patient Service Area.</i> - <i>Partner with Service line leaders to develop local growth plans that align with the system service line strategy as well as</i>
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*monitoring/analyzing growth performance and key business indicators such as referral management and external data.*

- *Develop and present detailed business analysis of hospital and clinic facilities including identifying key business drivers, competitive landscape, and a robust evaluation of current service offerings along with identifying opportunities and trends.*
- *Represented Advocate Aurora on local Board of Directors including – Chambers of Commerce, Progressive Community Health, and the South 27<sup>th</sup> Street Business Improvement District. Also represent Business Development as a member of hospital-based community steering councils at Aurora St. Luke's South Shore, Aurora St. Luke's Medical Center, and most recently at Aurora Sinai Medical Center.*
- *Provide leadership to Greater Milwaukee growth planning teams by organizing meetings, creating meeting agendas, and completing growth performance report out material utilizing data to guide discussions and identify challenges as well as growth opportunities.*
- *I designed and moderated a bi-monthly Greater Milwaukee welcome meeting, in partnership with patient service area leadership to welcome all new Physician and Clinicians and introduce key leaders, and resource within the local geography .*
- *Conducted a robust business analysis of the current state of the Executive Health Program, other competing programs in the Midwest and presented findings and recommendations to program leaders and other system wide Business Development leaders who are interested in learning more about the program.*
- *Developed a comprehensive discussion guide for the Greater Milwaukee Cardiovascular Service line detailing current services, provider distribution, service offerings and industry intelligence to make recommendations for program enhancements and identify growth opportunities.*
- *Conducted a robust analysis of new entry home and virtual care delivery models to the Greater Milwaukee Patient Service Area, including an impact analysis, and presented to local leadership.*
  - o *Taken on a leadership role in organizing a monthly Wisconsin Business Development Directors and Business Development Manager - collaborating with the other directors to organize the agenda, but also scheduling, coordinating speakers as needed and moderating the discussion.*

- *Lead patient service community discussions with Hospital, Medical Group, and Service Line leaders at Aurora St. Luke's South Shore, Aurora St. Luke's Medical Center, and Aurora Sinai Medical Center.*
- *Maintain connection and communication across the Greater Milwaukee Patient Service Area with key department leaders at various facilities such as Emergency Department leaders, OR leaders, and imaging to assist in identifying operation challenges and growth opportunities.*
- *Lead Service line and operations leaders in Master Facilities Planning discussions for Cardiac, Neuroscience, Spine, Transplant, and Primary Care.*
- *Team Management:*
  - *Developed a robust on-boarding rubric as well as a skills assessment and development tool for new Business Development team members in GMKE to use throughout their first year in the role.*
  - *Trained new Business Development team members on growth planning and how to use planning tools.*
  - *Conducted on-going team coaching and professional development discussions.*

2012 – 2015

Market Manager, Aurora Health Care

- *Developed community health education series with City of Oak Creek Health Department. Collaborated with Public Health Officer on topics and organized physician presenters.*
- *Represented Aurora Health Care as part of the Community Health Assessment Committee for City of Oak Creek. Leading to the development of a community education forum on identifying drug abuse in teens for the community.*
- *Collaborated with Business Development leadership to develop and test new service to order tool. Once tool was developed, provided training to the Business Development team on how to use the tool.*

2008 – 2012

Director Business Development &amp; Marketing, Lakeshore Medical Clinic

- *Experienced in organizing CME Conferences for Primary Care Physician and APC, including applying for accreditation through American Association of Family Practice Physicians*

*and ensuring the speaker topics meet criteria for accreditation.*

- *Worked with South Milwaukee School District to design a 6-week summer internship for students between their junior and senior year in high school who were interested in a career in health care. Designed interview process, internship rotation, and developed an associated scholarship.*

2006- 2008                      Business Development Coordinator; Lakeshore Medical Clinic

2002 – 2006                    Executive Assistant; Lakeshore Medical Clinic

### **BOARD SERVICE & VOLUNTEERING:**

2019 – 2021                    Progressive Community Health Centers, Inc Board of Directors – Board Secretary (2021)

2016-2018                    South Shore Chamber of Commerce Board of Directors – Board President (2015), Board Vice President (2014)

2013 – 2017                    Business Improvement District #43 (Historic Highway 41) Board of Directors – Executive Committee (2016-2017)

2012-2013                    South Milwaukee Chamber of Commerce Board of Directors

2011                            South Suburban Chamber of Commerce - Young Professionals Planning Committee Member

2010                            WWBIC – Wisconsin Women's Business Initiative Corp. - Volunteer Course Auditor

2010                            Alverno College – External Assessor

### **PRESENTATIONS:**

April 2022                    Guest Lecturer – Alverno College MGT 221 Organizational Behavior. Presentation Title "Diversity, Equity & Inclusion: Women in the Workplace"

October 2021                   Presenter - Lemons to Lemonade Speaker Series at Lutheran Urban Mission Initiative, Inc (LUMIN) Schools

**Nicole Z. Williams, MBA, EdD**

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October 2021      Panelist of Health Care Executives for UWM Master of Business  
Administration Students' Professional Development Day

**HONORS AND AWARDS:**

2013      Ambassador of the Year – South Milwaukee Chamber of  
Commerce

2007      Bachelor of Arts Degree Conferred with Honors, Alverno College

2005      Employee of the Year – Lakeshore Medical Clinic