

**YOUR PARTNER IN  
BEHAVIORAL HEALTH  
MARKETING & BUSINESS  
DEVELOPMENT**

→ **Business Development Excellence**

Mentor and coach business development teams in creating strategic plans for measurable KPIs and build a diverse set of talk tracks for unique markets.

→ **Marketing & Branding: Creating Trust & Confidence**

Evaluate digital marketing and develop a unique strategic plan to grow confidence in your brand. Ensure short and long-term integration of digital marketing and business development efforts.

→ **Alumni & Recovery Support Services**

Grow an alumni program with a strategic plan that fosters engagement with alumni referrals representing 25% of admissions.

→ **Enhanced Project Specific Work**

NAADAC Credentialing Process|Creation of evergreen Webinar Series|Development of Professional Lecture Series|Coaching program for new leaders|Presentation of Departmental Workshops and Training

## **ABOUT ME**

- A 15-year veteran in Behavioral Health Marketing, Business Development, Alumni Program Growth, and Leadership Development.
- Served as leader of national and regional Business Development teams for small, medium, and large treatment programs.
- Developed and led the re-branding of a 20-million-dollar treatment program toward acquisition with a 3-year turnaround.
- Reinvented and expanded 3 alumni programs generating up to 40% of alumni referrals.
- Presenter at national conferences on multiple topics including Ethical Marketing, Alumni Engagement, Leadership Coaching, and Organizational Strategic Planning.