

Highly committed leader with over 24 years of marketing and communications experience in both service and consumer-packaged industries. Primary focus areas include helping organizations meet strategic priorities/metrics and team members accomplish personal career goals.

Professional Experience

Cone Health

Consultant, Marketing, Cone Health

*Greensboro, NC
Aug. 2022-current*

- Support Cone Health Marketing and Communications efforts with strategic counsel, guidance and tactical execution.
- Partner with Marketing team members to help internal service line partners meet their business goals.
- Work with outside agencies to identify consumer research opportunities.
- Serve as primary Marketing Manager for THN (Triad Healthcare Network).

Cone Health

Director, Marketing, Cone Health

*Greensboro, NC
June 2018-Aug. 2022*

- Led a team of six Marketing Managers and Assistant Directors to provide strategic direction and marketing support to service lines across the enterprise.
- Collaborated with Director of Brand Advertising to create marketing messages that firmly establish Cone Health as a trusted leader in health care across the six-county service region.
- Partnered with Strategic Planning and Marketing team members to identify key community segments to create strategic marketing plans to reach new health care consumers.
- Advocated for team members who are interested in exploring new opportunities within the organization.
- Provided real-time feedback to help colleagues reach self-development and other career goals.
- Served as committee chair dedicated to improving the consumer experience, helping identify unmet consumer needs.
- Responsible for growing market share of key service line initiatives, including Primary Care, Heart and Vascular, Oncology, Virtual Care, and Orthopedics services.
- Conducted quantitative and qualitative research studies to evaluate consumer behavior when making health care purchase decisions to provide key recommendations to executive leadership team.
- Managed development of health care specific content to increase community perception and awareness of Cone Health and specific service lines.
- Oversaw the launch of new service lines and opening of patient care facilities.

Success Metrics: Virtual Care Community Awareness – Increased 40% year over year; Net Promoter – 2020/2021 increase 12 pts year over year; Team Engagement Metrics – Top Decile department for employee engagement

Manager, Marketing and Communications, Cone Health

Feb. 2012-May 2018

- As a member of the hospital-based senior leadership teams (Moses Cone Memorial Hospital, Alamance Regional Medical Center, Annie Penn Hospital, Behavioral Health Hospital and Cone Health Medical Group), developed strategies focused on increasing team member satisfaction and engagement.
- Partnered with hospital presidents to present operational updates to Cone Health's 13,000 team members.
- Utilized patient care data to develop communication strategies that inspire team members to deliver exceptional patient experiences.
- Managed external agency relationships, partnering to meet key strategic goals and deploying customer research to measure success of internal and external campaigns.
- Leveraged operational improvements and new technologies to create marketing messages that enhance the community's perception of Cone Health facilities.
- Worked with external media partners to produce health care-related content that positively impacted the health of community members.
- Conducted patient rounds to determine ways to improve the patient experience and provided recommendations to hospital administrative team.
- Developed internal and external communication strategies for community hospitals as they integrated into the larger health care system.
- Served as a co-lead for system-wide New Employee Orientation – a daylong program that onboarded an average of 90 team members each week.
- Chaired Communications Committee that planned and implemented a 3-day all-employee event to help drive employee engagement across the enterprise.

Success Metrics: Alamance Regional Employee Engagement – Moved from 46th percentile to 70th percentile in three years (2013-2016); Brand integration – Alamance Regional (2013-2014) Annie Penn Hospital Employee Engagement – Moved from 92nd percentile to 99th percentile in one year (2012-2013)

Hanesbrands, Inc

Associate Marketing/Product Manager, Hanes Kids' Socks \$55 MM

*Winston-Salem, NC
Feb. 2010-Feb. 2012*

- Initiated consumer research to identify opportunities in the boys' and girls' sock markets.
- Led the new product development process, working with Design and Product Development groups to bring profitable and relevant program concepts to market.

- Managed product packaging creative process and recommended structures that balance retail presence, backend efficiencies and environmental sustainability.
- Provided direction to Sourcing and Production Planning by managing product inventories, monitoring service levels and working with Sales group to forecast shipments.
- Worked with Sales to analyze retailers' (Wal*Mart, Target, Kohl's, Sears/K-Mart) assortments and identify opportunities for new programs that support Hanes positioning and business strategies.
- Participated in sales calls to Target, Kohl's and Wal*Mart to introduce new products and recommend promotional strategies during key selling periods.

New Program Launches: Hanes Boys' and Girls' Value Packs (Wal*Mart) – \$5MM program, growth of 10-15% annually; Hanes Girls' Classics (Kohl's) – \$1MM program, growth of 35% annually; Hanes Premium (Target) – \$2.5MM program, growth of 25%-30% over 2 years; Hanes Boys' Classics (Kohl's) – \$1MM program

Garage Branding

Director of Account Services

Winston-Salem, NC

Feb. 2008-Feb. 2010

- Managed creative and production teams in the development of packaging, collateral and advertising materials for consumer accounts, resulting in over \$2.2MM in agency revenue and 27% growth during 2008.
- Collaborated with agency principles to forecast 2009 revenue and determine internal resource needs.
- Developed and maintained processes to ensure efficient workflow and optimize agency resources.
- Trained internal personnel on agency process and effective client communication through verbal coaching and formal review process.
- Formulated 2008 print advertising strategy for No nonsense branded hosiery and intimates, working with national publications (Shape, People and In Style) to get maximum reach and frequency for \$1MM media budget.

Primary Clients: Kayser-Roth Corporation (No nonsense brand); Premier Commercial Bank

Hanesbrands, Inc

Associate Marketing/Product Manager, Hanes Kids' Socks \$55 MM

Winston-Salem, NC

Jan. 2005-Jan. 2008

Kayser-Roth Corporation

Associate Brand Manager

Greensboro, NC

Sept. 2003-Dec. 2004

- Introduced new casual sock programs that expanded No nonsense product portfolio beyond basic athletic socks and sheer hosiery.
- Collaborated with Sourcing and Manufacturing teams to calculate gross profit of new programs and determined appropriate balance of domestic and offshore manufacturing scenarios.
- Worked with marketing team responsible for the revitalization and repositioning of the No nonsense brand.
- Introduced Stanley brand licensed sock program to a channel of trade outside Kayser-Roth's existing account base.

Trone Advertising, Inc./Maxim Direct

Account Executive

Assistant Account Executive

Account Coordinator

Greensboro, NC

July 2001-Aug. 2003

Jan. 2000-June 2001

July 1999-Dec. 1999

- Partnered with creative team to recommend direct and traditional marketing solutions for agency accounts.
- Created brand strategies and prepared communication plans to address clients' marketing needs.
- Served as manager for agency projects, leading creative and production teams.

Primary Clients: Carolina Bank; Austin Snack Crackers; RPM Wood Finishes Group; Syngenta Professional Products

Accomplishments and Community Involvement

University of North Carolina – Greensboro Instructor, Blue Print Series (BUS 115) and MBA Capstone Course

University of North Carolina – Greensboro MBA Advisory Board, present

Stephen Minister, present

Westminster Presbyterian Youth Leader, present

Hospice and Palliative Care of Alamance-Caswell Board Member, 2016-2018

Westminster Presbyterian Session, 2015-2017

Reidsville Chamber of Commerce Board Member, 2014-2016

Eagle Scout, 1990

Education

Masters of Business Administration, University of North Carolina at Greensboro, May 2000

International Business Study Abroad, France, March 2000

B.A., English, University of North Carolina at Chapel Hill, December 1995

International Business Study Abroad, Belgium and Germany, July 1995