

HOSPITAL EXECUTIVE | DIRECTOR OF BUSINESS DEVELOPMENT | SERVICE LINE DIRECTOR

Leading State-of-the-Art Medical Research Facilities to Improved Outreach, Outcomes, and Efficiency

- STRATEGIC ADMINISTRATOR →
- MASTER RECRUITER →
- RECOGNIZED LEADER →
- CLINICAL COST-SAVING SPECIALIST →
- BUSINESS DEVELOPER →

Charged with management of \$20M Surgical Pavilion. Known for gaining buy-in at all levels for budgets and initiatives. Sought after for committee planning and complex policy execution.

Brought onboard unprecedented 17 director-level and researcher recruits, navigating intense recruiting challenges. Selected top performers respected for cutting-edge research strategies, paving the way for technological advances.

Elected to American College of Healthcare Executives Board of Directors. Trusted to consult with top leadership, orchestrating complex new multimillion dollar projects. Requested to sit on multiple committees.

Saved \$4M with implementation of electronic credentialing system. Valued for applying knowledge of hospital’s inner workings when envisioning innovative cost-savings programs.

Secured \$20M in funding for creative program design and implementation. Applauded for intense focus on procuring philanthropic donations.

LEADERSHIP EXPERIENCE

Mayo Clinic | Rochester, MN | 1999 – Present

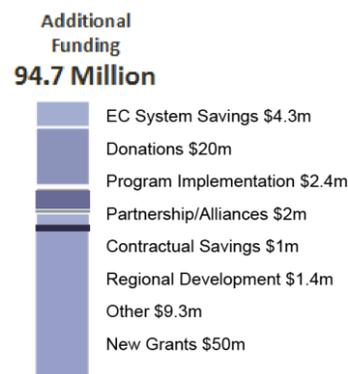
Nationally renowned medical center with 490 beds, 1.2K staff, and 85 outpatient clinics. Awarded the “Distinguished National Business Award,” among 18 total accolades. 350+ physicians named to “Top Doctors” lists.

PROGRAM DIRECTOR, DEPARTMENT OF PEDIATRIC SURGERY-CHILDREN’S HOSPITAL

2004 – Present

Directed strategic development of dozens of clinical programs, including pediatric congenital heart program, oncology center, critical care, and infectious diseases. Transformed program concepts into operational reality, painting picture of future to inspire project collaboration and mission investment at all levels.

- ✓ **RESEARCH PROGRAM EXPANSION**—Expanded department size **10%** through calculated investigation and courting of prospective faculty. Attracted nation’s best doctors, building infrastructure and bolstering resources to support researchers in managing clinical trials. Bolstered grant funding with augmented research staff recruitment.
- ✓ **RECRUITMENT PROFICIENCY**—Skyrocketed clinical faculty **from 54 to 71**, demonstrating outstanding hiring talent. Drove unheard-of departmental growth as valued member of recruitment committee. Enhanced physician negotiations, bringing credibility of **12 years’ clinical experience**, plus genuine belief in facility.
- ✓ **MARKETING AND OUTREACH**—Expanded number of PR events **200%**. Refreshed struggling programs through enthusiasm-boosting marketing efforts. Developed dynamic, multiple-day **Continuing Medical Education** courses by obtaining grants worth **\$50K**. Offset costs of event planning process **90%**.
- ✓ **PARTNERSHIP ALLIANCES**—Brought multiple entities to the table, advancing complex, multimillion dollar projects. Embraced opportunities to work with other units and organizations cross-collaboratively.



LEADERSHIP EXPERIENCE *(continued...)***Distinguished project accomplishment:**

Mayo Clinic Pediatric Surgical Pavilion—Created vision and inspired collaboration for world-renowned surgical facility. Grassroots conversations persuaded consolidation of resources. Negotiated with hospital to provide **10K** square feet physical space, University of Minnesota to donate **\$20M** funding, private corporate entities for continuing future contributions exceeding **\$25M**, and medical foundation to allocate staff for state-of-the-art learning- and service-oriented facility.

- ✓ **MULTIDISCIPLINARY CLINICAL GROWTH**—Boosted procedures **30% in 2 years**, drawing on leadership skills to inspire team. Planned **20 outreach clinics** from scratch, providing comprehensive care for specific disease states.
- ✓ **REGIONAL DEVELOPMENT**—Reinvigorated “Docs’ Road Trips” program. Partnered with communities to dramatically increase number of patient visits from **45 to 350** statewide. Authored best practices training and education programs to allow community-level physicians to refer patients efficiently.
- ✓ **OPERATIONS AND QUALITY IMPROVEMENT**—Sped up study publication turnaround time **5 months** by developing tools and editing services for research teams to operate with more efficiency.

TECHNOLOGY ACQUISITION ANALYST & SENIOR REGISTERED NURSE 2002 – 2004

TECHNOLOGY ACQUISITION ANALYST & REGISTERED NURSE 1999 – 2002

First to fill unique role developed to tie clinical expertise with technological advances. Promoted to Senior level.

- ✓ Led **10+** Technology Evaluation Committees to boost systems efficiency.
- ✓ Produced cost savings of **\$10M** during first year of implementing Technology Acquisitions Evaluation Process.

EARLY CLINICAL EXPERIENCE**MAYO CLINIC | Rochester, MN | Registered Nurse—Pediatric Oncology**

- ✓ Stepped forward to steward technology committee in developing conversion process to electronic medical record.

VIRGINIA HOSPITAL CENTER | Arlington, VA | Registered Nurse

- ✓ Served on sanitation committee, revitalizing hand washing campaign to comply with new federal sanitation regulations.

LICENSURE & CERTIFICATION

American College of Healthcare Executive Fellow Designate | Registered Nurse: Minnesota & Virginia

EDUCATION

EXECUTIVE MASTER IN BUSINESS ADMINISTRATION | UNIVERSITY OF MINNESOTA | Minneapolis, MN

MASTER OF NURSING | UNIVERSITY OF VIRGINIA | Charlottesville, VA

BACHELOR OF SCIENCE IN NURSING | UNIVERSITY OF VIRGINIA | *President of Class* | Charlottesville, VA

PUBLICATIONS | PRESENTATIONS | AWARDS | ASSOCIATIONS

Published **20+** journals | Presented nationally **15+** times | Completed 2011 Leadership & Management Certificate

UWHC Nursing Department Quality & Service Excellence Award Recipient 2001

Complete addendum available at [linkedin.com/in/patricemba](https://www.linkedin.com/in/patricemba)

Resume Strategy

I was very fortunate to have this talented, energetic client referred to me. She had many unique accomplishments that have facilitated her climb up the career ladder to becoming a respected executive leader.

Main considerations for the design:

Industry: Since her position was in a teaching and research hospital, she could have used a CV or a resume. Ultimately, she decided to have me design a resume. Working in a non-academic role, she had been instructed by a mentor that a resume would be more appropriate for most situations. If a CV were requested, we could easily strip the formatting and create a more traditional CV document for her.

Field: As a marketing/PR/business development professional, she wanted a resume with color. This shade of blue represents trust, dependability, and strength. There is a subtle purple tint to it which speaks to her creativity.

Insider knowledge: Normally, for someone of this caliber, I would have written a 3-page document including some of her publications and presentations, but she specifically desired a more simplified, 2-page resume. She was going for a promotion and had knew that the hiring committee was partial to more concise resumes. We discussed the use of an addendum with more information as needed.

Financial value: Her financial contributions to the hospital were multi-faceted. We used a small graphic to reflect the numerous areas where she either saved on expenditures or acquired funding to illustrate her worth.

Brand alignment: The promotion was for a position requiring outstanding team leadership, efficient project coordination, and organizational growth. We created a branding statement, used key descriptors, and organized her successes in order to demonstrate her dedication as being consistent with the goals of the hospital, department and position.

Considerations for Content/Language:

Metrics: We focused intently on enumerating her accomplishments to demonstrate her efficacy in her current position, since the promotion depended highly on bottom-line performance.

Early Experience: We included her early clinical experience in a separate section to show that she has not lost sight of her roots. She is an effective leader because she has first-hand knowledge of the inner workings of many aspects of the hospital and is able to relate to and collaborate with employees at all levels.

Simplicity: Since academic institutions often prefer a stripped-down document, we decided to avoid complex “resume-speak” whenever possible. The result is a compelling document that is easy to read.