

Laker MBA Alum

(804) 888-8888 | lakeralum18@gmail.com | Richmond, VA

BUSINESS DEVELOPMENT | STRATEGIC GROWTH | RELATIONSHIP BUILDING

Revenue growth leader with hands-on healthcare experience driving increased sales via best practices in client relationship management, team training & development, & specialized senior care methodologies. Passionate about strategizing to optimize client experiences by recruiting quality caregivers & focused on positive impacts to bottom line growth through empathetic services.

Areas of Expertise

- | | |
|--|---|
| <input checked="" type="checkbox"/> Private Pay Senior Care | <input checked="" type="checkbox"/> Mission & Vision Setting |
| <input checked="" type="checkbox"/> Healthcare Leadership | <input checked="" type="checkbox"/> Team Training & Development |
| <input checked="" type="checkbox"/> Long-Term Care Insurance | <input checked="" type="checkbox"/> Territory Management |

CORE COMPETENCIES

Strategic Mindset – Incorporate robust healthcare industry experience to guide roadmaps to success.
Leadership – Encourage quality performance & productivity via hands-on training & positive culture.
Communication – Craft authentic messaging to inform, influence, & engage prospective clientele.
Business Development – Spearhead searches to identify new clientele & capitalize on opportunities.
Relationship Building – Foster rapport & trust to establish trusting, long-term business relationships.
Keen Insights – Evaluate internal weaknesses, client needs, & market trends to set strategic direction.

PROFESSIONAL EXPERIENCE

At-Home Healthcare, Inc., Williamsburg, VA

Area Director & Williamsburg Director

July 2018 - Present

**Direct staff across Williamsburg, Richmond, & Baltimore offices to offer top-of-the-line care for seniors in exclusively private pay environments.*

- Guide daily efforts & operations for team of 3 directors & 17 managers with up to 335 caregivers (certified nurse aides & personal care aides) to ensure highest quality client services.
- Doubled workforce from 2018 to 2021 to meet demand & rapid business development success.
- Hired & personally mentored 3 service managers for promotion to director-level positions
- Grow sales consistently, earning recognition as #1 of 44 offices nationwide for exceptional outcomes across all key performance indicators (KPIs): people, quality, service, growth, finance.
- Increased annual revenues by more than 400% since 2018 – from \$1.64M as high as \$8.4M.
- Monitor service quality to bolster client satisfaction – earning recognition as *Provider of Choice* with Home Care Pulse.
- Guarantee compliance with local, state, & federal regulations with clinical QA scores above 95%.
- Allocate & balance budgets to capitalize on growth opportunities for revenue of up to \$9.4M per year.

Interim Health Care Company, Grand Rapids, MI

Director of Client Services

July 2014 - July 2018

**Promoted 2 times within 1 year to oversee RNs, LPNs, & client services staff members to administer assistive, at-home care for Medicaid and Private Pay clients.*

- Strategized to expand business opportunities, resulting in 71% increase in revenue.
- Streamlined office operations, including all client services & management of up to 10 employees.
- Optimized processes to allow for sustainable growth while meeting regulatory requirements.

EDUCATION

Master of Business Administration (MBA), Grand Valley State University (2018)

Bachelor of Science in Pre-Health Professions, University of North Carolina at Asheville (2010)