

Professional Experience

Adjunct Faculty, August 2010 to present

University of South Florida Sarasota-Manatee, Sarasota, FL

- International Marketing (MAR 4156)
- International Management (MAN 4600)

Strategic Communications Consultant, July 2013 to present

Saranova, LLC, Bradenton, FL

- Provide strategic marketing communications services, with a focus on clients in the medical diagnostics and medical education industries
- Analyze and communicate complex scientific, technical, and clinical information to a wide variety of audiences through the drafting, editing, and submission of peer-reviewed and non-peer-reviewed medical journal articles
- Manage corporate public relations efforts, including media relations, interviews, drafting and editing press releases, and submitting press releases to targeted geographic, industry, and market-specific audiences
- Develop and execute corporate shareholder relations strategy including potential investor presentations, investor communications database, newsletters, annual meetings, announcements, press releases, and questions and answers
- Create and maintain corporate brand image, brand standards, and positioning
- Develop and maintain company annual report, websites, brochures, business cards, letterhead, logos, presentation templates, and boilerplates
- Monitor the activities, reputation, and presence of information about clients and their competitors in relevant industry and media outlets and use this information to guide applicable communications strategy

Director of Strategic Marketing, February 2012 to July 2013

Rapid Pathogen Screening, Inc. (RPS), Sarasota, FL

- Lead the development of the company's long-term global strategic business and commercial marketing plans
- Direct the development of the strategic and tactical marketing for all systemic and government products, including product launch plans, budgets, trade names, product branding, packaging, labeling, marketing collateral, campaigns, advertising, social media, photos, videos, and product web pages
- Assess potential partners including strengths, weaknesses, product portfolio, regulatory considerations, distribution reach, and capabilities
- Participate in and contribute to initial and ongoing outreach, meetings, and relationships with potential and established corporate strategic partners including co-marketing partners, in-licensing partners, government partners, and out-licensing partners
- Direct all corporate communication activities including branding, public relations, corporate

website, shareholder relations, and internal communication

- Develop and manage the strategic plan and execution of all evidence based marketing and medical journal article programs
- Manage formal speaker's bureau and advisory board programs as well as key opinion leader relationships
- Maintain corporate trademarks including working with legal council to search and file for new marks

Manager of Business Development, February 2011 to February 2012

Rapid Pathogen Screening, Inc. (RPS), Sarasota, FL

- Contribute to the development of the company's long-term strategic business and marketing plans
- Contribute to the company's relationships with strategic partners including assessing potential partners, defining the partnership relationship and managing the development of the partnership
- Conduct research to assess marketing and business development opportunities for the company and its products in both domestic and global markets
- Manage the international launch of two new ocular diagnostic products
- Manage the company's international distributors including executing distribution agreements, product training and monitoring distributor progress against defined objectives
- Contribute to the development of business documents such as business plans, executive summaries, shareholder communication and clinical affairs articles
- Maintain all responsibilities of the Marketing Research and Communications Manager (see below)

Marketing Research and Communications Manager, April 2010 to February 2011

Rapid Pathogen Screening, Inc. (RPS), Sarasota, FL

- Developed and managed corporate image/branding, corporate and product websites and marketing plans
- Executed targeted campaigns that include print advertisements, product packaging, tradeshow displays, promotional and training videos, HTML emails, direct mail and brochures
- Managed internal marketing staff, relationships with external vendors and all activities of the company's Speakers Bureau/Advisory Board members
- Conducted research to assess marketing opportunities for diagnostic medical devices in the U.S. and global markets
- Prepared all marketing activities associated with the upcoming domestic and global launch of new diagnostic medical devices
- Worked closely with the regulatory department to ensure that all marketing and communication materials meet government regulations for medical devices

eLearning Specialist, December 2008 to April 2010

Medical Education Technologies, Inc. (METI), Sarasota, FL

- Responsible for all aspects of the sales, marketing and customer support of a new eLearning product, including the product launch and business strategy
- Promoted and conducted live, biweekly, interactive online demonstrations of METI's eLearning software as well as METI's new human patient simulation user interface software

Lead Marketing Specialist, December 2006 to December 2008

Medical Education Technologies, Inc. (METI), Sarasota, FL

- Supervised a team of four Regional Marketing Specialists

- Compiled, analyzed and presented quarterly market share data to executive management
- Researched and acquired extensive market knowledge of industry trends and competitive information
- Developed, executed and tracked targeted marketing plans
- Presented on various topics to executive management, medical doctors and other healthcare professionals
- Acted as an internal and external liaison and company representative

Marketing Coordinator – PR/Copywriting, August 2005 to December 2006

Medical Education Technologies, Inc. (METI), Sarasota, FL

- Provided copywriting and editing support for marketing and public relations projects including newsletters, press releases and tradeshow materials
- Planned, organized and executed regional and international tradeshows

Advertising Account Executive and Sales Development Coordinator, September 2001 to April 2004

The Independent Florida Alligator Newspaper, Gainesville, FL

- Worked closely with the Advertising Director and the Assistant General Manager to oversee all operations of the advertising department
- Supervised ten Advertising Account Executives
- Directly managed existing accounts while establishing new accounts on both local and national levels
- Effectively developed marketing initiatives by increasing brand awareness and creating advertising design layouts

Teaching Assistant, August 2003 to December 2003

University of Florida, Gainesville, FL

- Advertising Copywriting and Visualization (ADV4101)

Education

University of Florida – Warrington College of Business, Gainesville, FL

Master of Arts in International Business, August 2005

National Chengchi University – College of Commerce, Taipei, Taiwan

International MBA courses, February 2005 to June 2005

University of Florida – College of Journalism and Communications, Gainesville, FL

Bachelor of Science in Advertising, Magna Cum Laude, May 2004

Major: Advertising, Minor: Business Administration

Service

Junior League of Sarasota – active member, August 2007 to present