

Profile

Twenty years of healthcare industry experience, from publishing to big data; Master of Arts in Journalism and Mass Communication; extensive expertise combining traditional and cutting-edge processes.

Experience

Four Winds Interactive February 2015 – Present Denver, CO

HEALTHCARE SOLUTION CONSULTANT

Main focus: Designing solutions for healthcare organizations using Four Winds software, hardware, and professional services.

- Ensuring collaboration between Sales and Operations to design, sell, and implement data-driven visual communication solutions
- Consultation with client stakeholders: Clinical, IT, Facilities, Marketing
- Internal collaboration with core product development and leadership to specify complex solutions: mobile, EMR integration, enterprise deployments
- Development and onsite delivery of strategic roadmaps
- Creation and review of wireframes, mockups, and proposals
- Certification in visual communication software and architecture
- Solution sales within the Healthcare vertical
- Curation of professional services pipeline
- Creation of formal statements of work to detail complex project scopes

Key accounts: Kaiser Permanente, HCA, Northwell

Aegis Creative September 2003 – January 2015 Lakewood, CO

DIRECTOR, APPLIED TECHNOLOGY: FEBRUARY 2010 – JANUARY 2015

Main focus: Integration of technology and healthcare solutions for a global consulting organization specializing in genetics, neurology, immunology, and oncology.

- Design and implementation of world-class remote monitoring, data acquisition, and patient enablement platforms
- Collaboration and alliance-building with key opinion leaders, NGOs, and strategic allies (Gates Foundation, Microsoft Research, university hospitals)
- Incubation of highly innovative projects for evaluation of commercial viability
- Translation of “high-concept” visions into product launch strategies and tactics
- Software/hardware design, specification (requirements, user stories), development (Agile), and deployment
- Implementation of expert UI/UX designs
- Integration with natural language processing (NLP) systems, including knowledgebase algorithms
- Management and training of developers, QA specialists, artists, and project managers
- Creation and documentation of innovative departmental processes
- Coordination with Content Development, Sales/Marketing, and Quality Assurance
- On-site international implementation with biotech/pharma stakeholders

DIRECTOR, CONTENT DEVELOPMENT: MAY 2008 – FEBRUARY 2010

Main focus: Content management, e-learning development, and medical editing.

Editorial/Managerial:

- Management and training of managers, writers, programmers, and editors
- Design of strategies, tactics, and processes for Content Development
- Development of original content—print and new media—from concept to production
- Project management
- Specification and application of quality metrics
- Implementation of expert instructional design
- Collaboration with scientific reviewers and subject matter experts
- Creation of proposals for custom development projects

Technical:

- Platform-neutral e-learning development (XML, XHTML, JavaScript, Flash)
- Implementation of content management systems (Drupal, Plone, SharePoint, WP)
- On-site direction of video crews and production
- QA supervision—alpha and beta testing (internal and lab)
- Requirements documentation
- Adherence to AICC and SCORM guidelines
- Implementation of content management systems and metadata
- Art production

INFORMATION ARCHITECT, QUALITY MANAGER: SEPTEMBER 2003 – MAY 2008

Main focus: Web development, e-learning development, and medical editing.

Editorial/Managerial:

- Development of original content—print and new media—from concept to production
- Proposal development
- Project management
- Medical writing, technical writing, developmental editing, copy editing, and proofreading
- Implementation of expert instructional design
- Collaboration with scientific reviewers and subject matter experts

Technical:

- Platform-neutral e-learning development (XML, XHTML, JavaScript, Flash)
- Learning management system (LMS)-specific development (Plateau, Dokeos, QuestionMark)
- Traditional and new-media content development processes

Flagship projects: MO™ Smoking Cessation App; Motion Capture in Neurologic Physical Therapy; Cost-Effective Malaria Diagnostics; CladeHealth™ Personal Health Record App; CladeHealth™ Remote Patient Management Platform; Lupus Interactive Educational Tool; Nucleic Acid Synthesis Training

ICPME

March 2002 – September 2003

Golden, CO

EDITORIAL MANAGER

Main focus: Course books, monographs, Web sites, and enduring materials for the International Center for Postgraduate Medical Education, a medical publishing house and accredited provider of continuing medical education (CME).

Editorial/Managerial:

- Staffing of new Editorial department—editors, designers, and production manager
- Implementation of new standard operating procedures and styles

- Training full-time and contract employees
- Project management
- Development of original content—from conference presentations to monographs
- Writing, developmental editing, copy editing, and proofreading
- Implementation of expert instructional design standards
- Adherence to CME regulatory guidelines
- Collaboration with scientific reviewers and accreditation specialists
- Acquisition of authors

Technical:

- Migration of print to new media
- Web site construction and design

Flagship projects: Association of Professors of Gynecology and Obstetrics (APGO) Monographs

ActiveEducation September 2000 – February 2002 Golden, CO

SENIOR EDITOR

Main focus: XML and object-oriented programming courses for an e-learning organization that trained IT professionals in emerging technologies. ActiveEducation’s catalog ranged from desktop applications to complex markup languages.

Editorial/Managerial:

- Development of online and print courses from concept to production
- Staffing of Product Development department—full time and contract
- Acquisition of authors, technical reviewers, and subject matter experts
- Writing, developmental editing, copy editing, and proofreading
- Acquisition and management of licensed content
- Authoring of certification exams
- Adaptation to Section 508 accessibility standards
- Supervision of associate editors, project editors, media team, and freelancers
- Project management
- Implementation of expert instructional design standards
- Creation of proposals for custom development projects

Technical:

- Specification of reusable learning objects (RLOs)
- Design of RLO-oriented content management system (XML, SQL)
- Adherence to AICC and SCORM guidelines
- Design of platform-neutral course delivery system (HTML, JavaScript, Flash)

Flagship projects: Certified XML Expert course and exam; XML and Java e-learning courses

McGraw-Hill March 1998 – September 2000 NYC

NEW MEDIA PROJECT MANAGER

Main focus: Harrison’s Online, the online version of *Harrison’s Principles of Internal Medicine*—the world’s premier medical text. Harrison’s Online is a subscription-based site, updated daily with articles and editorials from the most renowned doctors in their fields. The site won McGraw-Hill’s Corporate Achievement Award for 1999 and continues to win awards.

Editorial/Managerial:

- Development of original daily content
- Staffing with contractors
- Supervision of programmers, editors, proofreaders, beta testers, and test labs

- Acquisition of existing content
- Developmental editing, copy editing (including three editions of *Harrison's*), and proofreading
- Supervision of manuscripts from submission to publication
- Creation of RFPs
- Implementation of satellite features—PreTests, forums, and Q&A sessions
- Project management

Technical:

- SGML and HTML markup of daily updates and chapters
- Implementation of custom content management system (SGML, Oracle)
- Design of online authoring tool (HTML, SGML)
- Database creation and art production

Flagship projects: *Harrison's Online*; *Merck Manual CD-ROM*; *Principles of Surgery CD-ROM*

Education

Master of Arts: University of Colorado, 1996, Journalism and Mass Communication
Fellowship to Department of Communication

Bachelor of Arts: Binghamton University, 1994, English
Empire State scholarship

Tech

CERTIFICATIONS

IBM-Certified Developer: XML and Related Technologies
CIW-Certified Site Designer

MARKUP LANGUAGES, PROGRAMMING, SOFTWARE, PLATFORMS, STANDARDS

- | | | | |
|----------------------------|--------------|----------------|--------------|
| • iOS:
iPad/iPod/iPhone | • HTML* | • CSS* | • Plateau |
| • Android | • SGML* | • XSL | • Saba |
| • Kinect | • XHTML | • PHP | • SharePoint |
| • HTML5 | • Java | • Web services | • SCORM* |
| • XML* | • Photoshop* | • SQL | • AICC* |
| | • Articulate | • JavaScript | • WordPress |

*Expert/certified

Other

Six years of Spanish, one year of Japanese, one year of Italian (Spanish and Italian tutor)
Ten years of experience narrating scientific and medical animations
Twenty years of experience in medical copy editing
Twenty-five years of experience in art and photography