

Maureen M. Faccia

HIGHLIGHTS

MBA with Healthcare Management concentration
Experienced in strategic planning, marketing, business development
For-profit and non-profit sector experience
Collaborative leadership style

PROFESSIONAL EXPERIENCE SUMMARY

Director, Women's Service Line and Retail Services, MultiCare Health Systems
December 2014 to Present

- Strategic leader responsible for business planning of Women's Service Line for 3 Hospitals Birth Centers, NICU's and 10 OB/GYN, MFM, and UroGyn Clinics
- Oversee growth and development of Virtual OB and Lactation Program
- Oversee Strategy and Operations of three Medical Day Spas and two Retail Boutiques, including Retail Plastic Surgery
- Oversee Business Development for Multicare Ancillary Services.
- Foster relationships and develop partnerships within community to achieve quality and growth goals set forth in Women's Services Plan including Physician Groups, business leaders, other nonprofit organizations, donors

Accomplishments:

- Facilitated the development of Midwifery programs for two of our three Regions which included employing strategic planning, business analytics and development of proformas, and change management principals with physician leaders
Facilitated the development of a 2-year strategic plan for Med Spas to turn businesses into profit centers for MultiCare
- Stood up new Retail Cosmetic Surgery practice for MultiCare
- All Ancillary Business growth plans are on-track or exceeding 2015 goals.

Director, Strategy and Business Development, MultiCare Health Systems
May 2014 to December 2014

- Strategic leader responsible system-wide support of business planning
Responsible for oversight of business development team for system
Manage Certificate of Need process for the system including relationship management with Department of Health
- Foster relationships and develop partnerships within community to achieve quality and growth goals

Accomplishments:

- Facilitated the development of a system wide Retail Services Strategic Plan, collaborating with business unit leaders throughout the system. This later informed the broader focus on a the system-wide First Touch Strategy

Executive Vice President, United Way of Pierce County, September 2011 to May 2014

- Executive leader responsible for organizational operations, staff development, and establishment of goals and measures to ensure execution of strategic plan
- Provide guidance, supervision and role modeling to marketing and community investment staff
- Foster relationships and develop partnerships within community to achieve goals set forth in strategic plan: includes business leaders, other nonprofit organizations, elected officials, institutions of higher education and donors
- Convene community listening forums to provide a venue for those interested in seeing effective change in community

Accomplishments:

- Facilitated the development of a 5-year strategic plan
- Supported organization through CEO leadership transition using change management principals and change initiatives
- Formed cross-sector community partnership called the Campaign for Grade Level Reading to improve kindergarten readiness and improve early grade reading proficiency, two clear indicators of a child's future success

Director of Marketing, Milgard Windows and Doors July 2006 to September 2011

- Executive marketing and public relations role in organization, member of the Executive Leadership Team
- Lead the development of a long range strategic marketing and product development roadmap
- Manage product, market and customer insights research, including annual Voice of the Customer Research
- Develop and implement Corporate Social Responsibility and Sustainability messaging and product platforms
- Develop and maintain brand communications agenda including public relations, web and social media strategies
- Recruit, train, and develop professional marketing communications, social media, web and public relations staff
- Manage portfolio of products, full P/L accountability

Accomplishments:

- Brought stability and leadership to organization with high turnover of marketing
- Led a cross-functional team to develop a major new product line from conception to commercialization. Commercialization included channel retail strategy, pricing and promotion, messaging agenda and integrated communications rollout
- Increased brand public image and awareness, esteem through sustained public relations and effective marketing communications, with overall gains of 5 share points in 5 years

Merck Healthcare (now Pfizer), Positions of Increasing Responsibility Oct 1996-June 2006 Planning and Communications Manager

Responsibilities:

- Development of long-range goals and strategic plan
- Development and operation of brand strategic retail sales and footprint budget (over \$1M budget)
- Design and implementation of integrated retail programming for Food, Drug, Mass Merchandising and Warehouse outlets
- Collaboration with functional organizations for alignment and effective use of resources
- Supervision of five employees

Accomplishments:

- In collaboration with the Advil® Brand Management team, produced the business plan selected as the company's best in 2006

Account Manager, Kroger

Responsibilities:

- Primary point of contact to build relationship with Merchant at all levels of their organization
- Develop effective sales strategies to grow Wyeth brand's sales and merchant's own category sales

Accomplishments:

- Achieved coveted President's Club for two of three eligible years, signifying strong brand growth and leadership

Account Manager, Advil®

Responsibilities:

- Product and brand management: forecasting, business planning, development of retail category management strategies
- Development of strategic communications approaches, including advertising and public relations strategies
- Product and packaging design
- Forecasting and full P/L accountability

Accomplishments:

- Market share growth consistently exceeded plan

Account Manager, Drug Class of Trade

Responsibilities:

- Performed category management analysis and full reviews for Top Drug Accounts representing \$0.5B business
- Support National Account Managers

Accomplishments:

- Achieved President's Club, representing category growth and leadership

FORMAL EDUCATION

Master of Business Administration, Healthcare Management. Pacific Lutheran University, Tacoma, Washington (2013) GPA 3.9

Bachelor of Mechanical Engineering, University of Delaware, Newark, Delaware

U. Of Delaware Tau Beta Pi Engineering Honor Society

AWARDS

Product marketing campaign awarded Industry's Crystal Achievement for Most Innovative Marketing ('07 and '11) Website awarded Best Website ('08, '10), Best New Product ('11)

OTHER BOARD AND COMMUNITY LEADERSHIP POSITIONS

Board Member, Franke Tobey Jones ('14 – present)
 Campaign Co-Chair, MultiCare March for Babies (2015)
 Quantum Board Member ('11-present)

Affordable Housing Consortium Board Member ('12-'14)
United Way of Pierce County Board of Directors ('10-'11)
Marketing Committee for YWCA of Tacoma ('08-'09)
Committees for Susan G. Komen Foundation for the Cure ('05-'08)