

# They Want To Move (back)...

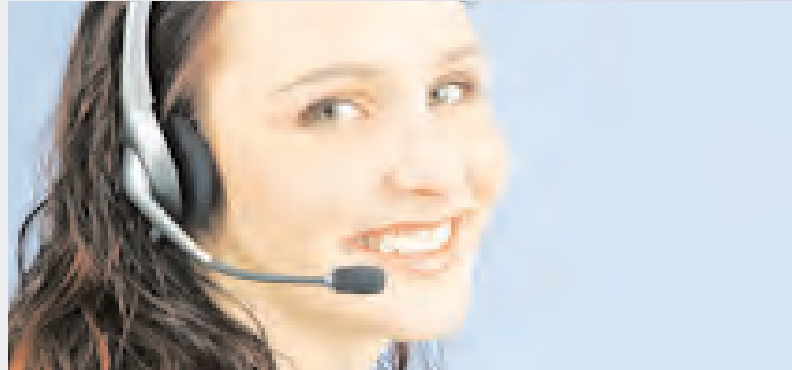
## and who can blame them?

Our 5th edition of the WorkWhereUPlay newsletter features five female professionals representing a variety of professions who are looking to move to the northland and get to work! Each person listed is dedicated to remaining, returning or relocating to one of our dynamic Northland communities.

Below each name are the counties the individual indicated she is most interested in relocating to. Take a look at the profiles listed below and see if the talent you need isn't already knocking at the door. Feel free to forward this newsletter on to anyone else who might be interested, or check us out online at: [www.WorkWhereU-Play.com](http://www.WorkWhereU-Play.com)

Past issues of this newsletter can be found at <http://www.nwwib.biz/resources/workwhereuplay.html>

# MARKETING



### **SUZANN MOUW**

#### **MEDICAL / PHARMACEUTICAL MARKETING**

*Bayfield, Sawyer, Washburn*

- MBA – Marketing, University of St. Thomas
- Eighteen years of sales and marketing management experience including eight years in cardiovascular
- BS – Biochemistry, University of Wisconsin
- Additional experience includes corporate re-branding, reimbursement strategy, and legislative initiatives

### **NICOLE GERMANN**

#### **COMMUNICATIONS**

*Ashland, Bayfield, Washburn*

- University of Wisconsin-Milwaukee - Communications
- Experience in Microsoft Word, Excel, PowerPoint, Outlook & Windows, and Adobe Photoshop
- Administrative Assistant experience
- Excellent customer service skills

### **MEGAN KOTH**

#### **ADMINISTRATIVE ASSISTANT / IT ANALYST**

*Price, Rusk, Sawyer*

- 5 years in transportation industry
- Able to type 35+ wpm,
- Working toward an associate degree in IT-programmer/analyst
- Fully trained in Microsoft Word, Excel, Access and PowerPoint
- 7+ years of office experience

### **LEANNE WOODLAND**

#### **CHEIF MARKETING OFFICER**

*Bayfield, Sawyer, Washburn*

- Experience managing community relations, volunteer departments, 700+ member senior program
- Mass Communications - St. Thomas University
- Developed hospital brand-including all strategic marketing and communication collateral, comprehensive, multi-dimensional communications strategy
- Experienced user of Adobe Illustrator, Adobe Indesign 2, Adobe Photoshop 7, some Macintosh Systems, Lotus Notes, Dreamweaver, web applications

### **MELANIE GEHRMAN**

#### **CULINARY ARTS**

*Ashland, Bayfield, Washburn*

- Associates Degree in Applied Sciences, Le Cordon Bleu College of Culinary Arts -Minneapolis/St. Paul
- Coursework and experience in Culinary Skills, Nutrition, Sauces/Soups/Stocks, Baking, Cost Control, Butchery, Garde Manger, etc.

## **SUZANN R. MOUW**

4707 Hwy 61, Suite 225  
White Bear Lake, MN 55110  
Mobile (651) 335-3387

### ***QUALIFICATIONS SUMMARY***

Eighteen years of sales and marketing management experience including eight years in cardiovascular. Medical device marketing experience includes global product launches and product development, budgeting, sales training and development of key opinion leaders. Additional experience includes corporate re-branding, reimbursement strategy, and legislative initiatives.

***St. Jude Medical, Inc.***, St. Paul, Minnesota

**Sr. Marketing Manager, Global Tissue Heart Valves (THV)** 4/04 - present

- Grew THV franchise (stented, stentless and homograft) 68% to \$65MM. Manage 3 direct reports.
- Executed entry of first stented THV in the U.S. market, the division's most important product launch in 25 years. Launch resulted in overachievement of operating plan revenue and restored growth in the Cardiac Surgery Division for the first time in four years. Delivered launch plan, national launch meeting, marketing materials, support tools, first-ever on-line sales training, biweekly webcasts to support additional training, addressed competitive threats & developed scorecard on key metrics.
- Grew THV revenue 14% internationally.
- Awards: Marketing Manager of the Year 2005; 2006 North American Frost & Sullivan Award for Product Innovation; Medical Marketing Association Gold Award Ad Campaign.

**Marketing Manager, Mechanical Heart Valves (MHV)** 5/03 – 4/04

- Responsible for global MHV sales of \$85MM.
- Re-positioned company's flagship MHV increasing account penetration 15% and maintained market share in declining market for two consecutive quarters.
- Created and launched competitive attack campaign resulting in \$3.1MM incremental revenue.
- Launched premium-priced MHV in Japan resulting in 17% of sales mix and 59 new accounts in first month.

***Vascular Solutions, Inc.***, Minneapolis, Minnesota

1/02 – 5/03

An interventional cardiology and interventional radiology company.

**Sr. Product Manager,**

- Planned and implemented new product launch in vascular closure market, the Duett sealing device, in U.S. and International markets. This included forecasting, training, development of marketing materials, sales training, customer conversion, and inventory phase out and phase in.
- Led comprehensive re-branding initiative including marketing materials for all corporate brands, booth graphics, DVD/video, and web site. Established graphic standards for use in all new product launches. Directed vendor and design selection, copyrighting and implementation.
- Developed a reimbursement strategy to address changing reimbursement policies in vascular closure market. Included research, analysis and implementation plan incorporating field education and customer materials.

**Empi, Inc.**, St. Paul, Minnesota

5/93 – 1/02

A leading medical device manufacturer of non-invasive treatments for orthopedics and rehabilitation.

**Sr. Product Manager**, Orthopaedic Market, 12/98 – 1/02. Responsibilities included product development, pricing, promotion, market research, budgeting, forecasting and sales training. Managed federal and state legislative issues and reimbursement strategies.

- Successfully increased price in market experiencing downward pricing pressures. Led to 20% revenue increase. Secured pilot program in a new distribution channel.
- Designed product line extension to meet market demands which increased sales 14%. Altered existing design to eliminate sizes and reduce inventory costs.
- Corrected quality problems and created new marketing message/tools. Developed new sales approach. Resulted in 60% revenue increase.
- Represented company on industry coalition to formulate HCFA reimbursement policies and influence national and state legislative issues. Successfully passed new federal legislation and killed or amended legislation in eight states.

**Product Manager**, ADVANCE® product line, 12/96 - 12/98.

- Led product launch in December 1997 that achieved 105% increase in sales in first month.

**Product Manager**, Clinical Education and Resource Center<sup>sm</sup>, 3/95 - 4/97.

- Defined and created Clinical Education and Resource Center as market development program.
- Created and launched ASSIST<sup>sm</sup>, a value-added customer loyalty program - the company's largest and most important marketing campaign for 1996. Over 11,000 clinics enrolled resulting in 85% penetration. Negotiated strategic partnerships with industry associations that increased exposure and credibility.

**Territory Manager**, Chicago, Illinois, 5/93 - 3/95. Orthopedics and Physical Therapy

- Achieved 50% increase in 1994 territory sales dollars. Accomplishments included: Placed 2<sup>nd</sup> and 6<sup>th</sup> out of 120 in national sales contests during first six months of employment. Won regional sales contests for 7/93 and 9/93. Awards: 500,000 Dollar Club (top 10%)

**Ciba Pharmaceuticals**, Summit, New Jersey

2/90 - 5/93

**Hospital Sales Representative**, Chicago, Illinois, 2/92 - 5/93. Successfully called on Cardiology, Orthopedics, Internal Medicine, Neurology, Psychiatry, Family Practice and Purchasing.

- Achieved formulary acceptance in major accounts that increased sales of cardiology product from 0% to 95% of total district sales. Awards: Circle of Merit, Q4 1992.

**Medical Representative**, Minneapolis, Minnesota, 2/91 - 2/92

- Launched cardiology drug and placed second in district for total product stocked. Achieved formulary acceptance in hospitals. Awards: Circle of Excellence 1991; Circle of Merit, Q3 1991.

**Territory Representative**, Minneapolis, Minnesota, 2/90 - 2/91

- Promoted to Medical Representative after one year. Awards: Circle of Merit, Q3 1990.

**LCW Group**, Minneapolis, Minnesota

11/88 - 2/90

**Biomedical Recruiter** – Exceeded industry norms developing new accounts and placing candidates.

*Incstar*, Stillwater, Minnesota

10/86 - 11/88

**Research Assistant** – Researched and developed medical diagnostic kits. Aided marketing with kit design and conducted field trials in clinical laboratories. Prepared 510k documents for FDA approval.

***EDUCATION***

MBA – Marketing, University of St. Thomas – St. Paul, MN

BS – Biochemistry, University of Wisconsin – Eau Claire, WI, Cum Laude 3.47 GPA

***REFERENCES - Available on request.***

# Nicole R. Germann

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Madison, WI 53711  
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## Education

**University of Wisconsin-Milwaukee** Milwaukee, WI  
*College of Letters and Science*  
*Graduation Date: May 2008*  
*Major: Communication*

## Work Experience

### **Gunderson Funeral and Cremation Centers** Madison, WI

*Administrative Assistant* June 2005-present

- Work in a fast-paced environment with strong emphasis on efficiency, detail, and meeting deadlines
- Collaborate with senior executives and supervisors to provide exemplary customer service
- Assist in coordinating funerals by working closely with family members, florists, musicians, caterers and other vendors
- Conceptualized and initiated merchandising/design projects, including the adaptation of a new on-line service
- Constructed a training manual for new employees

### **Benvenutos** Fitchburg, WI

*Hostess* June 2004-January 2005

- Scheduled dining reservations and arranged parties and special services for diners
- Assigned work tasks and coordinated activities of dining room personnel to ensure prompt and courteous service

### **Capital Bank** Madison, WI

*Customer Service Specialist Intern* August 2002-June 2003

- Addressed customer questions and concerns and referred to appropriate internal resources for resolutions to achieve customer satisfaction
- Balanced cash drawer and teller transactions within established guideline, processed night drop, verified travelers check stock,
- Worked with senior executives to complete the Wisconsin Skills Certificate

## Computer Skills

- Microsoft Word, Excel, PowerPoint, Outlook and Windows, Adobe Photoshop and the Director's Assistant

## Activities

- Wisconsin Skill Standard Certificate Award of Occupational Proficiency in Marketing (2003)
- Wisconsin DECA (Distributive Education Clubs of America) Champion: Business and Financial Services Marketing Research Project; competed at the National Level (2003)

## Professional References

Available Upon Request

# Megan J. Koth

1739 Mount Vernon Street

Oshkosh, WI 54901

Phone: (920)203-3337

Email: [mkoth5@yahoo.com](mailto:mkoth5@yahoo.com)

## EDUCATION

- Fox Valley Alternative High School  
HSED
- Fox Valley Technical College  
IT-Programmer/Analyst (Currently Enrolled)

## EMPLOYMENT

- 2/08-Current      Cadre/Lang Oil, Inc      Oshkosh,  
WI/Oshkosh, WI  
**Administrative Assistant**
  - Answer multiple phone lines
  - Analyze paperwork for 8 convenience stores
  - Perform orientation for new hires
  - Basic secretarial duties
- 10/07-12/07      Cadre/Adventures In Advertising      Oshkosh, WI/Neenah, WI  
**Accounts Payable**
  - Entering invoices into the system
  - Scanning images into the system
  - Help out in Mailroom
  - Research statements
- 12/02-8/07      N & M Transfer      Neenah, WI  
**Biller**
  - Data entry
  - Answer phones when drivers called in
  - Filing
  - Problem solving
  - Schedule appointments for customers
- 10/02-12/02      Seek Inc./Bemis Curwood      Oshkosh, WI/Neenah, WI  
**General Office**
  - Analyze data
- 7/02-9/02      Valley Pest Control      Oshkosh, WI  
**General Office**
  - Filing

- Maintain customer files
- Send postcards to customers

## REFERENCES

2 Years                      Gail Grenke  
W3218 Westowne Ct.  
Appleton, WI 54915  
920-257-4333

5 Years                      Penny Tecca-Searl  
600 Kessler Dr.  
Neenah, WI 54956  
920-284-5952

# Leanne Woodland

N6128 Little Valley Road  
Spooner, WI 54801  
m: 423.385.9890  
h:715.939.0352  
e: woodlandglen@msn.com

## **OBJECTIVE:**

An executive leadership opportunity utilizing my extensive experience in communications, business development and strategic planning as well as my articulate writing, public relations, and marketing/sales skills, resulting in success and professionalism for my employer, the staff and myself.

## **HIGHLIGHTS:**

Innovator; Consummate professional with a vision to develop. Unequaled experience in administration, marketing, communications, media relations, and business development. Proven ability to handle the tough calls, tough media, tough contracts. Accomplished administrator of people, physical and financial resources.

## **EMPLOYMENT:**

### **CMO- Chief Marketing Officer & Business Development**

SkyRidge Medical Center, Cleveland, Tennessee (June 2006-May 2007)

- Launched two competing hospitals into one system. (351 beds)
- Developed new hospital name, hospital brand-including all strategic marketing and communication collateral, comprehensive, multi-dimensional communications strategy and outreach events supporting business initiatives and shaping the execution of the marketing needs for an expanding organization.
- Instrumental in organizational development and strategic planning.
- Developed new physician marketing plans and oversaw recruitment planning/tours.
- Senior administrator for governmental, corporate, business relationships including the strategic development of new target market facilities.
- Managed community relations, volunteer departments, 700+ member senior program.
- Built morale internally by managing employee communications/programs/activities.
- Managed 65+ housekeeping department, due to loss of A-CEO.
- Areas of leadership: media/public relations; brand/image management; print media and web content marketing, enhancing the value proposition, physician recruitment/promotion, major new business communications and advocacy/volunteer initiative, donor development.
- Responsible for all volunteer and clergy services.
- Implemented marketing initiatives mirroring strategic and operations plans.
- Developed educational and marketing collateral in-house and with outside agencies.
- Oversaw "Service Excellence" initiatives.
- Accountable for strategic growth activities across the continuum of care, tracking all marketing expense related to revenue growth.
- Reported directly to CEO.

### **Vice President of Public Relations/Donor Development/Guest Relations**

The Aroostook Medical Center, Presque Isle, Maine (Dec 2004-June 2006)

- Served on executive team. (277 beds, plus 55 bed nursing care facility-25 unit dialysis center)
- Working extensively with both junior and senior staff, as well as volunteers.
- Managed marketing/communications for an additional 11 multi-site clinics, nursing care facility and 25 unit dialysis center
- Developed public relations/marketing/donor relations to mirror strategic plan.
- Provided visionary leadership and management, including fundraising, public/community relations, program and operations management, ensuring compliance with national healthcare development standards.
- Developed Marketing Proposal Contracts. (internal service contracts)
- Created Corporate Communications Standards booklet and related policies.
- Member of the Maine Hospital Association's PR Directors Committee tracking governmental healthcare legislation.
- Built awareness of services, providers, technologies and patient experiences.
- Managed department of seven FTEs, plus education, volunteer, guest relations depts.
- Oversaw internal communications, staff development and "Service Excellence" initiatives.
- Managed company website and digital media.
- Reported directly to CEO.

### **Director of Marketing & Business Development**

Osceola Medical Center & L.O. Nursing Care Facility, Osceola, Wisconsin (2001 - 2003)

- Executive management team. (159 beds, plus 45 bed nursing care facility)
- Conceptualization and management of communications, public relations and marketing. Instrumental in strategic planning, ensuring growth, vitality and visibility.
- Oversaw communications/financial responsibility related to goals.
- Produced marketing materials targeting customers/professional staff.
- Created/oversaw marketing plan to mirror strategic plan.
- Oversaw satisfaction research, corporate/media contacts, special event planning.
- Facilitated fundraising, capital campaign, grant writing proposals.
- Managed company web site.

### **Marketing/Community Relations Coordinator**

Amery Regional Medical Center, Amery, Wisconsin (1999 - 2001)

- Worked directly under the HR department. (65-bed, plus 25 bed nursing care facility)
- Oversaw all internal and external communications.
- Create marketing materials targeting customers and new recruits.
- Designed marketing plan based on executive business plan.
- Conducted satisfaction research, oversaw community relations, and special events.
- Planned/facilitated all fundraising, capital campaigns, and grant writing.
- Created, designed and managed company web site.

### **Journalist/Photographer**

Ledger Newspapers, Balsam Lake, Wisconsin (1997 - 1999)

- Covered and reported on community news for seven northwestern Wisconsin communities. Implemented human-interest column/feature stories.
- Managed news office including administrative/clerical duties.
- Developed contacts with city officials, congressmen, and business leaders.
- Monitored newswire for national ground-breaking stories and developed local angles.

- Helped edit layout for paper.
- Operated MAC equipment, 35 MM Camera with color/bw film.

### **Author/Public Speaker/Spa Services**

Owner of Abundant Living Inc., Hudson, Wisconsin (1993 - 1997)

- Authored two self-published books on natural health and spa treatments.
- Managed staff of 11 sales reps. Implemented training course speeding profitability.
- Marketing, business administration.
- Created all marketing and media materials.
- Set up trade booths, coordinated all media/business events.
- National keynote speaker on radio shows and at natural health fairs across US.

### **Volunteer Director of Marketing/Grant Writing/Donor Development – (2000-2003)**

The BikeFarm is a member-based, non-profit youth residential and summer camp program for children with special healthcare needs.

- Solicited funds from corporate/private donors.
- Developed scholarship fund for families in need.
- Event planning.
- Created marketing/communication materials
- Created and managed donor database.

### **EDUCATION:**

Mass Communications/Business Development  
St. Thomas University, St. Paul, Minnesota

### **ASSOCIATIONS:**

- Member of Communication Council
- Member of the Society for Healthcare Strategy and Market Development
- Served on the Parent Advisory Council for children's hospital for 8 years.
- Served as a Parent Educator for 2 Twin Cities children hospitals for 8 years.
- Taught Family-Centered Care philosophy for 8 years under leadership of Mpls. Children's Hospital.

### **COMPUTER SKILLS:**

Access, WordPerfect, QuickBooks, Word, Publisher, Blackbaud Raiser's Edge, Outlook, Adobe PageMaker, PowerPoint, Illustrator, Adobe Indesign 2, Adobe Photoshop 7, some Macintosh Systems, Lotus Notes, Dreamweaver, web applications.

### **INTEREST:**

Writing, sustainable education, eco-construction, Jeeps, walking, boating, motorcycling, black and white photography, off-the-beaten-path road trips, investigative reporting and, most importantly, being an advocate of hope.

References Available Upon Request.

# Melanie J. Gehrman

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Clear Lake, WI 54005  
651-271-0352  
mgehrman15@yahoo.com

## Summary

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Professional assembly person with interest in a high level of customer service. Experienced in food prep, event coordinating, receptionist and more. All about quality with an excellent record for reliability, working under pressure, work ethic, team work and organization.

## Education

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- **Associates Degree in Applied Sciences, Le Cordon Bleu College of Culinary Arts Minneapolis/St. Paul**, Mendota Heights, MN, GPA 3.96, 5/2008 Coursework: Culinary Skills, Nutrition, Sauces/Soups/Stocks, Baking, Cost Control, Butchery, Garde Manger, etc.
- **University of Wisconsin at River Falls**, 3 years, River Falls, WI Coursework: animal science, biochemistry, nutrition, food science, animal health, generals
- **Servsafe Certified** 3/2007

## Relevant Experience

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Line Cook, **W. A. Frost & Co.**, St. Paul, MN 2/2008---Present

- Educational Externship
- Work with fresh ingredients every day
- Work Pantry line with starters, salads, desserts and some bar menu items

Server/Coordinator/Prep Cook, **The Outing Lodge**, Stillwater, MN 4/2007— Present

- Work with banquet facility set up and take down for weddings, dinners and other events
- Manage desk work including reservations, taking calls, emailing and scheduling
- Prepare deluxe continental breakfast for guests
- Use of Microsoft Word
- Wedding planning and coordinating
- Use QuickBooks for creating customer estimates
- Occasional use of Microsoft Excel for creating mailing lists
- Keep inventory of all foods, paper/plastic and toiletry items and did ordering before events

## Other Experience

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Assembler, **Andersen Corporation**, Bayport, MN (Permanent as of 5/2002) 6/1998 – 1/2007

- Worked in more than 10 manufacturing areas because of ability to learn quickly and flexibility
- Team Environment: Our team ranked first for customer service throughout Andersen
- Redesigned mass production process as part of a Kaizen Team, modeling new process, presenting it successfully to management, and meeting with equipment designer to ensure specifications met
- Inspected, assembled and packaged parts
- Maintained records of culled and scrapped parts in a database

- Set up and operated production conveyors and glue application machine
- Perfect safety record
- Trained in Lean Manufacturing
- Took biannual inventory of over 100 items

### **Leadership/Awards**

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- Named Employee of the Month after 2 months at part-time job, Gander Mountain, Woodbury
- Board Member/Secretary, Clear Lake Area Community Center, which houses small businesses
- Member of Andersen Corporation's Dislocated Worker Employee Management Committee
- Chapter Treasurer of Jr. St. Paul Chef's Ass. and member of the American Culinary Federation