

TRANSFORM TODAY'S *TOUGHEST*

CHALLENGES

INTO *MEANINGFUL*

IMPACT

Endeavor

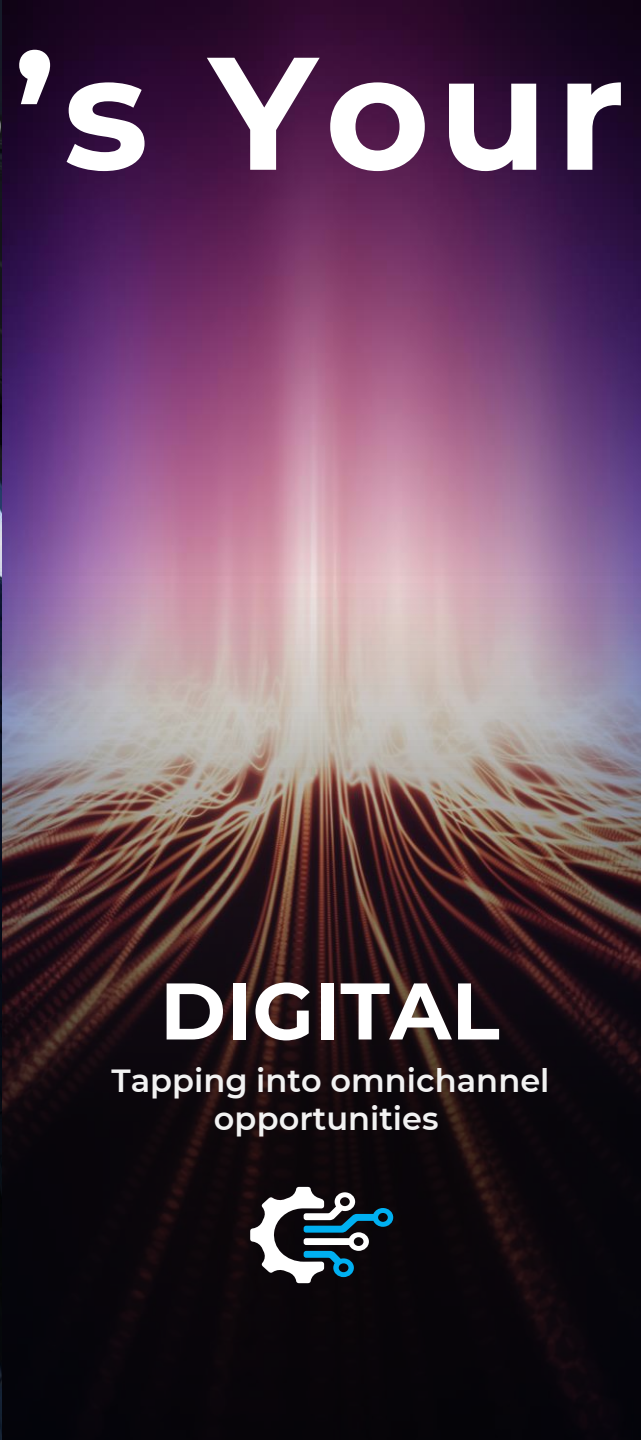
**Executives
in Residence**

Where's Your Impact?



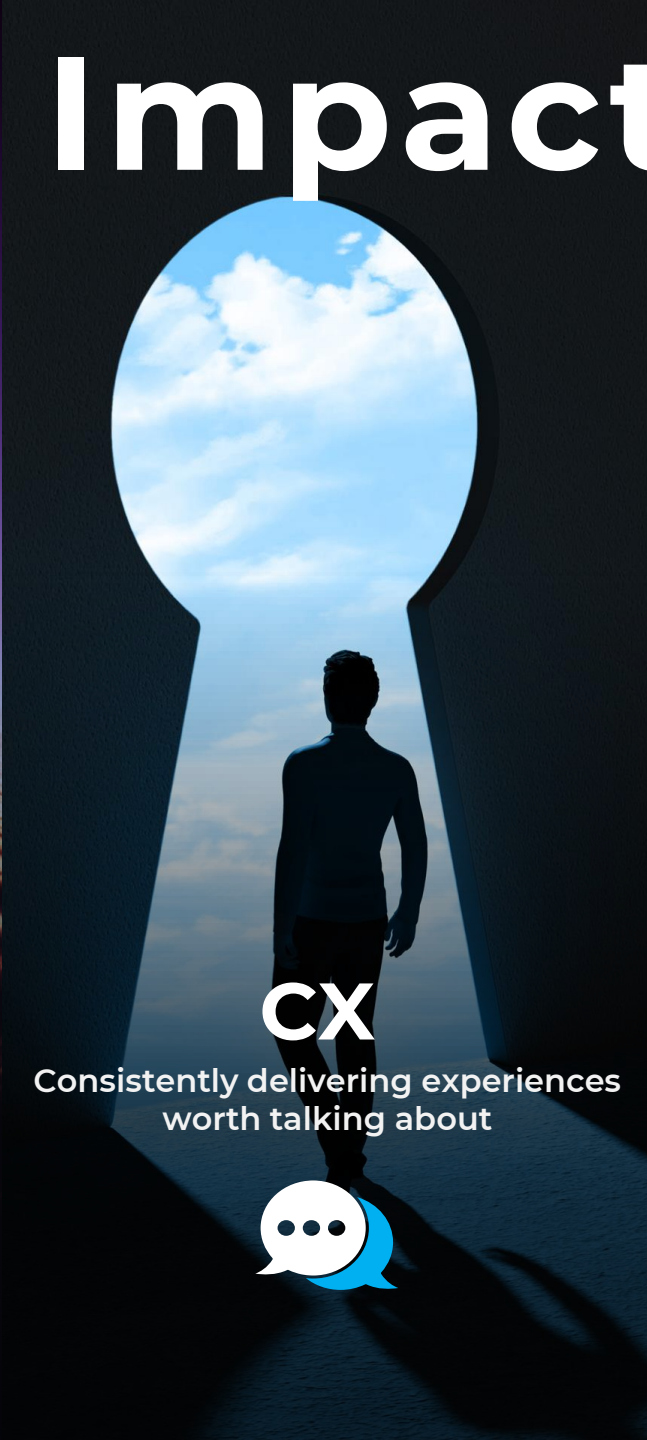
GROWTH

Balancing growth with organizational performance



DIGITAL

Tapping into omnichannel opportunities



CX

Consistently delivering experiences worth talking about



WORKFORCE

Optimizing labor while improving employee experience



Why Us?

BEEN THERE, DONE THAT

Former executives who have been in your shoes at major healthcare systems (and have the battle scars to show it)



BREADTH OF EXPERIENCE

Our cross functional team understands complex organizations going through bold transformations



FRESH PERSPECTIVES

A collective, representing cross industry expertise forming developing new insights from energy, automotive, online gaming, and entertainment



Endeavor

Executives



DALAL HALDEMAN, PhD
Johns Hopkins

GROWTH, EXPERIENCE

Transformed
Johns Hopkins Marketing:
Grew digital engagement
from **200K to 5M** per
month.



ORLANDO ALVAREZ
Cleveland Clinic
UHealth Miami

STRATEGY

Grew Cleveland Clinic's
Florida assets **from a**
stand-alone hospital to a
five-hospital system



ALICIA JANSEN
MD Anderson
Memorial Hermann

CANCER, WOMEN'S

Put MD Anderson
Brand on National
Stage, sustaining #1
Ranking.



PETER MILLER
Cleveland Clinic

RESEARCH,
OPERATIONS

Built the **most trusted**
benchmark of healthcare
marketing expenditures

Executives



SONAL **ELLISON**

**First Baptist
United Surgical Partners**

**HOSPITAL
ASC OPERATIONS**

Grew **market share by 18%**
and **revenue to \$250M** at
United Surgical Partners.



AMBER **TABORA**

Texas Children's

**FUNDRAISING,
COMMUNICATIONS**

Marketing and
Fundraising
\$1B raised



ANDREA **DAVIS**

**Intermountain
Healthcare**

**COMMUNICATIONS,
EMPLOYEE EXPERIENCE**

Led communications to
centralize organizational
design for **43 functions** and
42K employees.



DIANE **BIERY, MD**

HCA

**PHYSICIAN RELATIONS
HOSPITAL QUALITY**

Led major transplant
hospital to **8 consecutive
Leapfrog A ratings** for
Hospital Quality and Patient
Safety

Executives



STEVE SHARP

Automotive

OPERATIONS

Founding member of Worldpac Inc. and member of **Import Auto Community Hall of Fame**



RICK RUIZ

Financial Services

OPERATIONS & FINANCE

Led the spinoff of the **\$19B IBM Services Division** into Kyndryl.



PAUL MUELLER

Aerospace & Defense

OPERATIONS

Launched new divisions of over **\$1.5B in revenue**



DAWN VOLESKY

Financial Services

INFORMATION TECHNOLOGY

Bridges the gap between technology and business to get results that matter.

How We Provide Value

GROWTH



- Using data to predict revenue from new opportunities
- Organizing cross functional teams around growth
- Designing and commercializing new services and products
- Demonstrating return on marketing investment

DIGITAL



- Demonstrating the channel impact by segment
- Establishing digital strategy and governance
- Evaluating digital ecosystems for marketing and operations
- Design multi-year transformation programs to sustain revenue streams

CX



- Translating functional and emotional needs into experience strategy
- Co-designing programs to drive change
- Enhancing margins through retail and specialized services
- Evolving your insight development program

WORKFORCE



- Configuring and deploying your human and financial resources
- Assess organizational performance to drive change
- Optimizing your organizational resources to delivering an exceptional employee experience
- Monitoring team and organizational performance

OUR UNIQUE PERSPECTIVE

WE WORK AT THE **INTERSECTION OF BRAND, OPERATIONS, AND CULTURE TO ADVANCE YOUR TRANSFORMATION.**

We intentionally examine the **differences between functional needs** (what is done) with **emotional needs** (how audiences feel about the interactions.)

When you are aligned with expectations you can create an exceptional experience and a sustainable competitive advantage.

We explore what promises are made and how those stack up against expectations.





Where Can We Start?

ENTERPRISE



SERVICE LINE



**FUNCTIONAL
AREAS**

Endeavor

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How We Serve

