

# Ann M. Dana

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## SUMMARY OF QUALIFICATIONS

- Proven ability to create results-oriented marketing campaigns, organizational improvements, excellent customer service and exceptional project management skills.
- Highly adept at managing an experienced team of marketing and health care professionals to develop cutting-edge health, wellness and care management programs and materials for organizations.
- Proven ability to manage positive outcomes for clients in both the public and private sector.

### Specialties

Account management, marketing research, project development and management, and outside/inside sales

## SELECTED WORK EXPERIENCE

**Owner** | Chicago, IL | Ann Dana Consulting | Dec. 2010 – present

As Principal Consultant for Ann Dana Consulting, I manage a wide range of accounts, ranging from health management solutions providers, hospital systems, pharmacy and drug providers and municipalities. Healthways, one of the nation's leading well-being solutions providers, is one of my largest clients.

- Serve as a marketing manager for 50 Healthways clients, including the City of Chicago, Genworth, Medco and AJ Gallagher.
- Develop cutting-edge health and wellness programs and materials for organizations in the public and private sectors.
- Develop effective relationships with HR directors, marketing directors, benefits specialists and other key leaders within client organizations.
- Develop and implement customized health and wellness programs for more than 50 organizations.
- Manage an experienced team of marketing and health care professionals, writers, graphic designers, and other specialists to deliver high-quality, customized marketing materials.
- Support new business efforts include; RFP development, portfolio materials, sales presentations, case studies.
- Product Development; Designed, implemented and executed new product within HWYS book of business.

**Senior Account Executive** | Chicago, IL | WellPoint - Health Management Corporation | Dec. 2007 – Jan. 2009

As a Senior Account Executive for one of the largest health management companies in the U.S., I was responsible for business development in HMC's national external market.

- Developed effective relationships with brokers, consultants, and key client decision makers.
- Served on WellPoint's Obesity Working Group.
- Corporate workgroups for all product management
- All new business responsibilities: RFP development, marketing, conferences, sales presentations, internal and external communication of product enhancements.

**Account Executive** | Chicago, IL | WellPoint - Health Management Corporation | Jan. 2007 – Dec. 2007

As an Account Executive for one of the largest health management companies in the U.S., I managed a client portfolio valued at \$12 million.

- Created new and improved client strategies for health management programs.
- Maintained and presented monthly executive summary to Chief Medical Officer and executive team
- Trained a 200-person sales force on health management programs.
- Responsible for the annual renewal process for accounts, including price negotiation, preparation of renewal analysis, and client presentations.
- Led the development of a Lifestyle Management Program

**Account Executive** | Chicago, IL | WellPoint - Anthem National Accounts | Sept. 2005 – Dec. 2006

As an Account Executive for one of the largest health management companies in the U.S., I led the launch of a new, cutting-edge enterprise-wide Lifestyle Management Program.

- Collaborated with account executives, account managers, and clinical directors to develop a new Lifestyle Management Program for Anthem National Accounts
- Prepared and delivered presentations to Anthem National Accounts' sales professionals.
- Created internal communication materials for account managers, executives, and consultants.
- Produced external health and wellness program marketing materials for clients and consultants.
- Managed a team of sales professionals, including setting sales goals, running weekly sales meetings, and conference attendance and presentations.

**Senior Account Manager** | Chicago, IL | Mintel International Group | Aug. 2002 – Sept. 2005

As an Account Executive for national accounts, I managed national accounts of insurance companies—a client portfolio valued at \$1 million.

- Managed a team of sales professionals, including setting sales goals, running weekly sales meetings, and standard operational procedure.
- Established sales goals and “best practices” for an internal team of lead brokers.
- Created, edited and enhanced insurance market research reports to meet needs of clients.
- Worked with marketing and IT staff to design and implement an online portal for health and wellness information and goal tracking.

## EDUCATION

**University of Dayton** | Dayton, OH | Bachelor of Science, Major in Exercise Physiology & Fitness Management | Class of 2001

Honors: Achieved 3.3 GPA while participating in Division I Basketball and Cross Country

- Atlantic 10 Honor Roll
- 1999 Most Inspirational Player

## ACCOLADES

- Guest speaker at annual Life Insurance Study Group conference
- Board of Director; Phil Lawler Batting 4 A Cure Foundation, Inc.
- Chaminade-Julienne Hall of Fame Inductee
- Ann Reid Early Childhood Center Home & School Board Member

## TOOLS

PROFICIENT IN THE FOLLOWING:

- Microsoft Word, Excel and PowerPoint
- Adobe InDesign and Photoshop
- Online content management systems, including Drupal and WordPress
- Exact Target, Constant Contact, MailChimp and other email communications software
- GoToWebinar, WebEx