

Lisa Marlow



248-231-9603



10415 Borgman Avenue Huntington Woods, MI 48070



Lisamarlow4@icloud.com



Linkedin.com/in/lisa-g-marlow

Professional Experience

Vice President, Corporate Strategy

Trion Solutions | Troy, Michigan
4/2023 – 11/2024

STRATEGY

- Defined the organization's strategic direction: Developed Trion's mission and vision statements, established the company's "People, Process, and Product" strategic framework, identified key objectives and corresponding performance indicators, and implemented the organization's inaugural strategic and tactical plans.
- Established accountability: Developed and implemented a performance management system, cascading the organization's goals to leaders and employees and tying incentive pay to KPI performance. Moved anniversary date-based performance assessments to a focal review date.
- Initiated the organization's "People First" strategy to attract and retain top talent.
 - Hired candidates with the right skill set, experience, and cultural fit.
 - Retained top-performers by promoting work-life balance, diversity and inclusion, and leadership and development opportunities.

INNOVATION

- Created a healthy and collaborative workplace culture by implementing an employee recognition program, a customized mentoring program, health and wellbeing initiatives, and individualized training plans with concentration in both technical competency and soft skills development.
- Built an environment of trust, establishing avenues for safe and open dialogue by increasing communication between leaders and employees through skip-level meetings and executive-led focus groups to drive the organization's *Best and Brightest Survey* score for "Communication and Shared Vision" to 83% - making it one of the staff's top three most appreciated categories.

EXECUTION

- Improved customer satisfaction and decreased client churn rate from 5% to 1%.
 - Streamlined client offerings, outsourced repetitive tasks, eliminated workflow variation and standardized processes to improve enhance service quality and timeliness.
 - Exceeded customer expectations: Deployed a communications strategy rooted in personalized messaging, proactive outreach, and active listening and feedback loops.
- Fostered an engaged workforce, driving up the company's *Top Workplaces Survey* "Employee Engagement" score 7 points to 88.4% and increased employee survey participation from 74% to 85%.

Director of Strategy

Trinity Health | Livonia, Michigan
11/2007 – 12/2022

GROWTH

- Spearheaded business plan development for strategic projects, increasing market share from 14% to 19%, and redefining Trinity Health in the market: \$90M new patient tower and emergency center; \$9M outpatient surgery center; and \$80M free-standing medical/surgical/imaging center.
- Implemented a \$95M physician network plan improving patient convenience and access by adding 68 providers and expanding to five new geographies.

OPERATIONS EXCELLENCE

- Employed Lean Six Sigma and performance improvement techniques to streamline and minimize process variability, improve efficiency, and reduce costs.
- Executed mergers and acquisitions to achieve a 40% increase in the number of employed primary and specialty care physicians, resulting in 25,000 incremental covered patient lives.
- Directed physician outreach team to realize 80% network integrity by forming and fostering physician relationships to increase utilization of hospital services.

REVENUE ENHANCEMENT

- Drove strategic growth, identifying short- and long-term strategies and operational initiatives to improve operating margin 5%.
- Achieved \$15M in incremental revenue by developing and implementing innovative services and programs to targeting a broader, more diverse population and expanding Trinity's footprint to new geographies and markets.
- Led divestiture due diligence to eliminate redundancies and reduce expenses in excess of \$1M.
- Increased revenue 30% employing a digital marketing platform to convert leads to surgical patients to create the highest volume bariatric surgery program in Michigan.

Operations Administrator for Oncology

LEADERSHIP

- Directed cancer center, infusion center, and radiation oncology center operations, generating \$20M in revenue.
- Led a cross-functional team of 25, including clinical staff and physicians, by delegating authority, empowering individual decision making, and fostering autonomy to increase team performance.
- Managed all business activities including budgeting, revenue and expense reporting, forecasting, marketing, and human resources activities.

Education

Doctor of Business Administration, Management of Engineering and Technology

ABD

Northcentral University, School of Business and Technology Management

GPA 3.94

Master of Liberal Studies, Interdisciplinary Technology

Eastern Michigan University, College of Technology

Specialization: Research and Education

GPA 3.8

Bachelor of Science, Allied Health-Dietetics

Michigan State University, College of Human Ecology

Registered Dietitian

Henry Ford Hospital Internship

Certified Lean Six Sigma Black Belt

BMGI University (180 Education Hours)

Leadership and Industry Experience

National Association of Professional Employer Organizations (NAPEO) Committee Member

Four-time Elected Executive Committee Officer, Society of Hospital Planners and Marketers

Nominated Member, Crain's Detroit Leadership Academy

Board Member, Lawrence Technological University Program Development Committee

Nominated Speaker, Solucient/Thomson Reuters National Conference

Co-author, *Detailed Market Intelligence Drives a Sound Outpatient Strategy*. Society for Healthcare Strategy and Market Development

Volunteer Experience

Gift of Life Michigan | Saving and healing lives through organ and tissue donation

No One Dies Alone | Providing companionship to dying patients who would otherwise be alone

Forgotten Harvest | Fighting hunger and food insecurity, delivering food to families in need

No Dogs Left Behind | Providing foster care to shelter animals

Detroit Bulldog Rescue | Rescuing, rehabilitating, and rehoming dogs