**Todd A. Price**

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***Career Profile***

**PhD, Information Systems Management, MBA, 20+ Years Strategic IT, Business Development, Growth & Cost Savings:** With a PhD in Information Systems Management, MBA and 20+ years accomplishing strategic IT and business development goals, $20M+ in revenue growth, and $2M+ costs savings in various industries including Hospitals, and Health Care systems through innovation, relationship building and extensive industry knowledge. Recognized for adaptability in changing environments.

**Builds Highly Productive Organizations of 26:** Builds, oversees and influences highly productive teams, of 26, as a mentor and coach. Key focus areas include recruiting, hiring, onboarding, performance management, retention, and development.

**MS in Education, 20+ Years Adjunct Faculty Member in Advanced Degrees:** MS in Education, an accomplished adjunct professor with 20+ years in advanced level degrees at prestige institutions including Holy Family University, Lackawanna College, Northwood University, Penn State University, Union Institute and University, and University of Maryland, complemented with expertise in Marketing, Management Information Systems, Business Productivity Software, Health Care, Programming, Network Administration, and Computer Forensics.

**Spearheaded Strategic Initiatives:** Demonstrated strategic leader repeatedly creating and defining initiatives as they relate to planning, marketing, including advertising, sales, press releases, print, and electronic media campaigns utilizing data analytics reports in SAP Web Intelligence, SAP Business Intelligence and Meditech BCA.

**Operational Leader with Proven Track Record:** Proven track record of leading organizations operationally, with budgets $2M+, staffs as large as 12, in key focus areas such as Health Care, safety program outreach, biomedical service delivery, and marketing. Excelled at meeting budgetary and program delivery goals.

**Certifications and Licenses:** Advanced Studies Certificate in Design & Innovation Management (2009); Google Analytics Individual Qualification Credential ID 955-161-3877 (2016-2018); Google AdWords Certification-Display Advertising Credential ID 955-161-3877 (2016-2017); Google AdWords Certification-Mobile Advertising Credential ID 955-161-3877 (2016-2017); Google AdWords Certification-Search Advertising Credential ID 955-161-3877 (2016-2017); Google AdWords Certification-Shopping Advertising Credential ID 955-161-3877 (2016-2017); Google AdWords Certification-Video Advertising Credential ID 955-161-3877 (2016-2017)

**Awards and Honors:** Data Analytics in System Decision Making (Jan 2017); SAP ASUG Sapphire Now Conference - Orlando, FL (May 2017); Predictive Analytics World Healthcare - New York, NY (2017); Analytics in Healthcare: Delivering Financial and Clinical Benefits (Oct 2016); Mayo Clinic Center for Social Media - Minneapolis, MN (2014); Delivering Enterprise Services Forum Presenter (Oct 2013); TM Forum Digital Disruption - San Jose, CA; Social Media Scientific Session Presentation (Oct 2012)

**Professional Publications, and Presentations at Prestigious Conferences:** Repeatedly wrote15+ publications relating to Health Care specifically Telehealth including Technology, Telemedicine, Mobile Health Applications, and Robot Care Takers.

**Languages:** English (Native); Spanish (Proficient)

**Technical Proficiencies:** Allscripts, AWA, Blackboard, Banner, C++, Canvas, Ellucian, Eloqua, Epic, Google Analytics, Google Docs, GroupWise, Hootsuite, Infocenter, Infor, JMP, Jenzabar, Joomla, Kronos Systems, Lawson, Leo, Mac, Marketo, Meditech, Meditech BCA, Microsoft Office, Microsoft SQL Server, Mintel, Novell Client Server, OnBase, Oracle, Pardot, QuarkXPress, QuickBase, Qualtrics, R, Ruby, Salesforce, SAP HANA, SAP Business Intelligence, SAS, SharePoint, SIS/HRS/FRS Mainframes, SPSS, Strata, Social Media Platform Analytics (Twitter, LinkedIn), SQL, SQL Server, Tableau, TweetDeck, Visio, Visual Insight, VMWare, Windows, Webtrends, Weebly, WordPress, Workday, Xobni.

**Professional WORK Experience**

**Corporate Relations Director for Research, Penn State Health/University,** State College, PA2020-Present

* Lead corporate engagement research operations for the Institute of Computational and Data Sciences.
* Connect corporate funding RFPs to relevant departments and researchers.
* Develop high performance computing proposals for Artificial Intelligence and Machines Learning research projects.
* Launch The Applications of Artificial Intelligence and Machine Learning for Industry (AIMI) research center at Penn State University’s main on-premise campus site in connection with all other campus centers.

**Senior Decision Support Analyst, Mount Nittany Medical Center,** State College, PA2015 - 2020

* Achieved $2.5M+ in savings by reaching organizational project management objectives including departmental operational benchmarks.
* Lead data analytics department for $700M health system including three full-time professional staff members.
* Created and developed data analytics reports in SAP Web Intelligence, SAP Business Intelligence and Meditech BCA realizing clinical and business cost savings initiatives using C-Suite dashboard based on strategic planning initiatives.
* Planned and deployed Mount Nittany Exchange, a certified State of Pennsylvania Health Information Exchange.

**Business Development Specialist & Integration Team Consultant, Spectrum Health,** Grand Rapids, MI 2013 - 2015

* Generated $20M+ revenue stream by integrating 4 medical practices, including county’s largest medical practice, creating the leading regional medical practice. Led software application-packing resulting in $2M+ in annual savings.
* Expanded practice footprints in the Near North Region by researching, analyzing trends, and making strategic recommendations for technology deficiencies and physician practice development. Evaluated program performance and customer feedback to benchmark with best practices. Served as Administrative Partner to Leadership Committees.

**Marketing Director Consultant, eVideon,** Grand Rapids, MI2012 - 2012

* Managed the industry’s first 2-Way Vista and CPRS integration project promotion.
* Led digital marketing strategy for Optimal Solutions Group Health Care division with regards to trade shows, webinars and client engagement including SEO, social media channels and website analytics with 1 employee.

**Marketing Manager-Clinical Practice Mgmt. Consultant, Elsevier Health Sciences,** Grand Rapids, MI2011 - 2012

* Achieved sales goals of $11M by increasing webinar attendance by 42% and strengthening customer engagement by enhancing collaboration between sales and marketing.
* Developed and implemented strategic marketing plans, including advertising, sales, press releases, print, and electronic media campaigns with a $500K budget.
* Planned and directed both new and existing marketing communications programs by writing copy for blog posts, corporate speeches, as well as press releases. Oversaw event planning and logistics for 7 national and international trade shows.

**Executive Director, American Red Cross,** Big Rapids, MI2010 - 2011

* Managed and orchestrated a $2M organization, with staff of 12, comprised of 3 employees and 9 interns, emphasizing health, safety program outreach, and biomedical service delivery.
* Created the strategic IT marketing and fundraising vision in alignment with national headquarters, meeting budgetary and program delivery goals. Launched new Health & Safety products to meet community needs, increased revenue by 15%, met compliance, and a stronger health and safety knowledge base throughout the region.
* Partnered with hospitals and schools including Spectrum Health, Big Rapids Public Schools, and Mid-Michigan Health for educational outreach on emergency preparedness.

**Regional Marketing Representative, Hospice of Michigan,** Big Rapids, MI2006 - 2010

* Managed 200+ regional accounts marketing services through press releases and PSAs, planned 84 events, sourced required vendors. Promoted organization at community events and secured 20 corporate partnerships.
* Achieved 15% annual market share growth in patient numbers and length of stay as a result of developing the ‘Have You Had the Talk’ social media materials and web site design as well as redesigning and modernizing “Living with Hospice” DVD accompanied by supplemental marketing materials.
* Provided account support through community events and company partnerships, organizing, soliciting donations and event materials for the ‘Except for Six’ documentary premiere.

**Director of Marketing & Admissions, Pilgrim Manor Retirement Community,** Grand Rapids, MI2005 - 2006

* Designed and purchased regional and local media spots of print, television and radio. Conducted RFP, valued at $1.2M, for media vendor bids on advertising runs. Negotiated ad rates for all print, video and radio media purchases.
* Led art direction of photo shoots and graphic design works, directed web designers on designing and updating organization’s web pages.
* Instituted relational marketing practices, extending advertising budgets, as a result of researching competitors and market areas by tracking software and focus groups. Analyzed consumer trends about ‘time of year’ purchasing demographics.
* Linked national media attention to image development events. Produced quarterly newsletters and annual business reports.

**Fatherhood Trainer, Mid-Michigan Community Action Agency,** Big Rapids, MI2004 - 2005

* Led and organized 12 focus groups for department’s marketing strategy as well as compiled demographic information of area families for research reporting. Prepared capital campaign materials for $1.2 million ‘Taking Action’ project.
* Partnered and collaborated with area politicians and the Governor on state protection legislation.
* Served on the statewide Michigan Fatherhood Coalition Advisory Board.

**Education WORK Experience**

**Adjunct Faculty Member, Holy Family University,** Philadelphia, PA2018 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* BUIN 201 – Statistical Computing and Visualization
* CMIS 220 – Management Information Systems
* 2021 – Outstanding Adjunct Faculty Award Winner

**Adjunct Faculty Member, Clemson University, Greenville, SC** 2022 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* MBA 8040 – Business Analytics

**Adjunct Faculty Member, Union Institute and University,** Cincinnati, OH2018 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* HCL 508 – Economics & Financial Management in Healthcare
* HCL 510 – Marketing & Communication/Disruptive Innovation Technology

**Adjunct Faculty Member, University of Maryland,** College Park, MD2016 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* HMGT 300 – Introduction to the U.S. Health Care Sector
* HMGT 307 – Managerial Epidemiology and Decision Making in Health Care
* HMGT 372 – Legal and Ethical Issues in Healthcare
* IFSM 305 – Information Systems in Health Care

**Adjunct Faculty Member, Penn State University,** University Park, PA2016 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* CMPSC 201 – Programming for Engineers with C++
* IST 220 – Networking & Telecommunications
* IST 225 – PC Hardware
* IST 226 – Network Essentials
* IST 227 – Network Administration
* IST 228 – Advanced Network Administration
* IST 420 – Fundamentals of Systems and Enterprise Integration
* IST 421 – Advanced Enterprise Integration: Technologies and Applications
* IST 454 – Computer and Cyber Forensics

**Adjunct Faculty Member, Eastern Gateway CC,** Steubenville, OH 2016 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* BUS 201 – Principles of Marketing
* BUS 211 – Social Media Marketing
* BUS 215 – Interactive Advertising

**Adjunct Faculty Member, Northwood University,** Midland, MI2013 - Present

As an Adjunct Faculty Member prepared and lectured the following classes:

* ETR 2010 – Entrepreneurial Marketing
* MIS 1110 – Introduction to Management Information Systems
* MIS 1500 – Business Productivity Software
* MIS 3250 – ERP Business Applications SAP
* MKT 2080 – Principles of Marketing
* MGT 4300 – Management of Information Technologies

**Adjunct Faculty Member, Saudi Electronic University/BCI,** Greenwood Village, CO2021-2022

As an Adjunct Faculty Member prepared and lectured the following classes:

* MGT 510 – Strategic Planning

**Adjunct Faculty Member, Baker College,** Muskegon, MI2010 - 2015

As an Adjunct Faculty Member prepared and lectured the following classes:

* ECN 201 – Principles of Macroeconomics
* ECN 202 – Principles of Microeconomics
* FIN 101 – Personal Finance
* MGT 101 – Introduction to Business
* MGT 250 – Conflict Management
* MKT 111 – Principles of Marketing

**Adjunct Faculty Member, Montcalm Community College,** Montcalm, MI2005 - 2013

As an Adjunct Faculty Member prepared and lectured the following classes:

* BUSN 135 – Introduction to Business
* BUSN 151 – Customer Relations
* BUSN 180 – Business Communications
* BUSN 183 – Business & Technical Communication
* MGMT 235 – Small Business Management
* MGMT 237 – Concepts of Management
* MGMT 245 – Human Resources Management
* MGMT 250 – Organizational Behavior
* MGMT 275 – Strategic Management
* MRKT 233 – Principles of Marketing
* MRKT 234 – Retailing
* MRKT 248 – Promotions & Advertising

**Adjunct Faculty Member, Ferris State University,** Big Rapids, MI2001 - 2003

As an Adjunct Faculty Member prepared and lectured the following classes:

* EDUC 190 – Student Leadership
* FSUS 100 – Freshman Seminar

**Adjunct Faculty Member, Eastern Illinois University,** Charleston, IL1998 - 1999

As an Adjunct Faculty Member prepared and lectured the following classes:

* EIU 1000 – Freshman Seminar
* EDP 4790 – Resident Assistant Seminar

**EDUCATION**

**PhD, Information Systems Management, Walden University,** Baltimore, MD (2018)

**MBA, Business Administration, Ferris State University,** Big Rapids, MI (2009)

**MS, Education, College Personnel, Eastern Illinois University,** Charleston, IL (2000)

**BAA, Organizational Communication, Central Michigan University,** Mount Pleasant, MI (1998)

**EXHIBIT 1: List of Publications**

1. Price T. “Patient Satisfaction Management in Office Visits and Telehealth in Health Care Technology” Walden University 2018
2. Price, T. “Cleveland Clinic and CVS Strike Deal to Deploy American Well Telemedicine Platform” BluStar Insights, April 18, 2016
3. Price, T. “Prescribing Mobile Health Apps” Mobile Health Journal, Feb 8, 2016
4. Price, T. “Dude! where’s your health data?” HealthCare NewsCorp, Nov 16, 2015
5. Price, T. “Will 2016 be the year of telehealth and ACOs?” Byrnes Daily, Nov 14, 2015
6. Price, T. “Healthcare big data draws lessons from baseball stats?” Bid Data Observer, Nov 10, 2015
7. Price, T. “Under Armour’s connected fitness apps now have 140 million users” Jerzy News, Aug 3, 2015
8. Price, T. “Robot Caretakers? What could go wrong?” Ken Ichi Akimoto, Jul 23, 2015
9. Price, T. “Marketing Automation Vendors Trying to Remain Relevant in an Evolving Market” Blueshift Research, Apr 16, 2015
10. Price, T. “West Michigan advertising making a comeback from recession” Grand Rapids Business Journal, Mar 14, 2014
11. Price, T. “Found: The Future of Cafes” Wired Magazine, Feb 12, 2013
12. Price, T. “Evolution of the 800 lb. Gorilla” The Practitioner’s Guide to Social Influencer Engagement, Dec 5, 2012

**Exhibit 2: Higher EDUCATION Experience**

**Hall Director, Ferris State University - Office of Residence Life,** Big Rapids, MI06/2000-06/2004

* Crisis management coaching for national media reports including ESPN and 60 Minutes.
* Acted as department’s recruitment and retention chair to the Admissions Office, directing department to have a 5% increase in retention and 1000 new contracts.
* Shared in analyzing facility improvement projects and vendor bids.
* Trained 120+ paraprofessional staff through presentations and activities.

**Assistant Judicial Officer, Ferris State University - Office of Judicial Services,** Big Rapids, MI09/2001-05/2002

* Conveyed highest University disciplinary measures including expulsion. Trained the University Committee of appeals on discipline to hear judicial appeal cases. Re-structured billing operations for students’ educational sanctions.
* Solicited relevant staff members to update student handbook on policies and procedures.

**Associate Resident Director, Eastern Illinois University - Office of Housing,** Charleston, IL07/1998-05/2000

* Managed 15 Night Assistants in conjunction with the University Police. Shared operation responsibilities for a hall of over 550 co-educational students. Provided duty coverage and responded to a campus area of 2600 residents.
* Supervised administrative professional and customer service staff members.

**Process Improvement Statistician, Eastern Illinois University - Office of Orientation,** Charleston, IL05/1999-08/1999

* Mentored and coached 19 student leaders in helping to orientate 1200+ new students.
* Processed pre-assigned and on-site registration payments for students and families.
* Conducted research on “Preview EIU” orientation for recently admitted students.

**Director of Minority Student Placement, Eastern Illinois University-Career Services,** Charleston, IL 01/1999-05/1999

* Designed graphic publications to assist minority students in their job search. Coordinated services for the Spring Career Day, attracting 950+ students.
* Reinforced working relationships with the Mid America Teacher Placement Day.

**Exhibit 3: PROFESSIONAL Affiliations**

* Penn State University Schreyer Honors College Faculty Selection Committee (2021 – Present)
* University of Oklahoma Data Analytics Conference Planner & Moderator (2020 – Present);
* State College Borough Council Rental Housing Revocation Appeal Board (2017 – Present);
* Health Information and Management System Society (2013 – 2020);
	+ Health Information Interoperability Call to Action Task Force (2019-2020);
	+ Clinical & Business Intelligence Committee (2018-2019);
	+ Health Business Solutions Committee, Member, (2017-2018);
* Penn State World Campus Foundations for Teaching Online Certificate, (2019);
* Society for Healthcare Strategy and Market Development, Member, (2008-2015);
* American College of Healthcare Executives, Member, (2008-2015);
* Michigan Society for Healthcare Planners and Marketers, (2006-2015);
	+ Education Chair (2007-2008);
* Friends of the Big Rapids Library (2004-2015);
* Big Rapids Zoning Board of Appeals (2007-2015);
* Michigan Planning Association (2008-2015);
* Mecosta County Building Board of Appeals (2011-2015);
* Shifting Gears Mentor, Michigan Economic Development Corporation (2011-2015);
* Big Rapids Chamber of Commerce (2004-2011);
* Michigan Association of Home Services for the Aged (2005-2010);
* Grand Rapids Area Chamber of Commerce (2004-2006);
* Grand Rapids’ Council on Aging (2005-2006);
	+ Service Awareness Work Group (2005-2006);
* Area Aging of West Michigan Council (2005-2006);
* National Association of Student Personnel Administrators (1999-2004);
	+ Knowledge Community Member (2003-2004);
	+ 2004 Conference Program Reviewer (2003-2004);
* Ferris State History Commeration Task Force (2001-2004);
* Training for Intervention Procedures (TIPS) Certified (2001-2004);
* Great Lakes Assoc. of College & University Housing Officers (1999-2003);
* GLACUHO 2003 Conference Host (2001-2003);
* Information & Facility Systems Committee Member (2000-2002);
* Conference Program Presenter (2000-2002);
* Ferris State Leadership Development Program (2001-2002);
* National Coalition Building Institute – Conflict Resolution (2000);