



4 Roosevelt Road
Salem · MA · 01970

email **Ben@btwaxman.com**
voice /978/ 744·8828
fax /978/ 744·8821
www btwaxman.com

SHORTLIST OF CORPORATE CLIENTS

- *The White House* (under subcontract to Ernst & Young, LLP)
- *Deloitte & Touche, LLP*
- *Merck Pharmaceutical* (under subcontract to FocalPoint)
- *American Bankers Association*
- *Register.com*
- *Carnegie Mellon University, Software Engineering Institute*
- *National Committee for Quality Assurance (NCQA)*
- *FMAS Medical Information Services*
- *Vantage Partners*
- *NRC Picker*
- *The Survey Group*
- *King Communications Group/White House Weekly*
- *National Education Association*
- *Corporation for Public Broadcasting*
- *Copyright Clearance Center*
- *Voluntary Hospital Association (VHA)*
- *Yale-New Haven Hospital*
- *MedStar Health/Washington Hospital Center*
- *Georgetown University Hospital*
- *Inova Health System*
- *Dimensions Healthcare System*
- *Georgetown University*
- *Jordan Hospital*
- *Northeastern University*
- *University of Maryland*
- *George Mason University*
- *Salem State College*
- *National Coalition for Cancer Survivorship*
- *The Center for Mental Health*
- *World Education*

PROFESSIONAL PROFILE

Versatile marketing and business professional with a 20-year record of accomplishment and progressive management experience. Broad corporate marketing experience in service industries -- **financial, technology, legal, management consulting, publishing, healthcare and education.**

A great eye for business development opportunities and a persuasive, diplomatic style useful in bringing prospective partners to the table. The drive and talent to evaluate ambiguous situations and relevant data, develop a workable plan and implement it. Solid strategic planning skills and a knack for building internal and external relationships. Extensive experience overseeing and motivating a virtual team. Knowledge of marketing trends and uses of technology/web-based tools including social media. Accustomed to leadership roles and working with high-level decision makers.

EDUCATION

- Northeastern University, Boston, MA. MBA, 2008.
- Wesleyan University, Middletown, CT. BA, English, 1987. Co-Editor, *Hermes Magazine*, late night DJ, WESU (FM).
- Hebrew University, Jerusalem, Israel, Summer, 1984. Intensive study, Middle Eastern Politics.

EMPLOYMENT HISTORY

- Corporate Communications Consultant, *Self Employed*, (10/92 - present).
- Greater New Haven Chamber of Commerce (COC), Box 1445, New Haven, CT, *Director of Community Development* (3/92 - 6/93); *Director of Special Projects* (3/89-2/92).
- Computers in Psychiatry/Psychology, 26 Trumbull Street, New Haven, CT, *Office Manager* (10/87 - 5/89).
- Law Firm of Wilmer, Cutler & Pickering, 2445 M Street, NW, Washington, DC, *Project Assistant* (12/83 - 4/84).

CORPORATE MARKETING: BRANDING & COMMUNICATIONS STRATEGICALLY PLANNED AND IMPLEMENTED

Researching · Writing and Editing · Proofing and Publishing



Marketing Materials · Proposals & Presentations · Trade Shows & Conferences · Articles & Speeches · Technical Reports

PROFESSIONAL EXPERIENCEemail Ben@btwaxman.com
voice /978/ 744-8828

◆ Corporate Communications / Business Development

- Coordinated production of conference materials for White House sponsored conference on trade and investment in Central Europe. Client: Ernst & Young's International Finance and Investment Consulting Group, Washington, DC.
- Developed and wrote high-technology products and services portfolio. Client: Software Engineering Institute at Carnegie Mellon University, Pittsburgh, PA.
- Strategized sales approach, developed, wrote and produced marketing and sales materials for human resources compensation and information system software. Client: The Survey Group, Wakefield, MA.
- Produced successful .pro Top Level Domain (TLD) business proposal for RegistryPro to the international governing body overseeing Internet domain names. Client: Register.com, New York, NY and Virtual Internet, London, UK.
- Produced conferences on campaign finance, pension privatization and brownfields, creating panel discussions among U.S. Congressional leaders and industry experts. Client: White House Weekly/King Publishing Group, Washington, DC.
- Coordinated elements of a USAID NIS proposal bidding for mass privatization work in Central Europe. Client: Ernst & Young's International Finance and Investment Consulting Group, Washington, DC.
- Strategized sales approach, developed, wrote and produced image marketing and sales materials for banking industry consumer education products. Client: American Bankers Association Education Foundation, Washington, DC.
- Wrote and produced annual report for national healthcare advocacy coalition. Client: NCCS, Silver Spring, MD.
- Wrote and produced annual report for physicians health organization. Client: Washington Hospital Center, Washington, DC.
- Wrote successful \$5 million+ technical proposal to the US Department of Education outsourcing financial document analysis, coding, tracking, and filing services. Client: Friday Systems Services, Rockville, MD.
- Edited technical proposals seeking multi-million dollar contracts for healthcare services. Client: FMAS, Rockville, MD.
- Developed and wrote ADA SolutionsSM, a set of comprehensive guides and related materials to help healthcare facilities attract business clients. Client: VHA/SNE, Farmington, CT.
- Wrote and produced patient education web-site on liver transplantation. Client: Inova Health System, Springfield, MA.
- Developed marketing materials and conducted prospect research and presentations for 4-year, \$750,000 business retention/attraction campaign for the City of New Haven (COC).
- Planned, researched and wrote a series of patient education materials on hypertension and high cholesterol to encourage medication compliance. Client: Merck Pharmaceutical under subcontract to FocalPoint, Mclean, VA.
- Revised a Medicaid application for resubmission, successfully winning Medicaid coverage for liver transplant services. Client: Inova Health System, Springfield, MA.

- Provided strategic planning and editing for revision of consumer health plan documentation and physician referral directory. Client: Georgetown University Medical Center, Washington, DC.

- Published and co-wrote a manual for international consultants. Client: KGI, Silver Spring, MD.

- Published bi-monthly, 44-page regional business magazine. (COC).

◆ Public Relations/Advocacy

- Coordinated legislative reception honoring DC Council Members and community leaders who supported specific legislation regarding community healthcare services. Client: Washington Hospital Center, Washington, DC.

- Produced quarterly community health newsletter distributed to 550,000+ metro DC residents. Client: Georgetown University Hospital, Washington, DC.

- Strategized, wrote and produced quarterly community health awareness newsletter and events calendar distributed to 35,000+ DC residents. Client: Washington Hospital Center, Washington, DC.

- Maintained regional media outlet contacts; appeared on regional TV news and in print media (COC).

- Represented The Greater New Haven Chamber of Commerce on local, regional and state-wide boards of directors (COC).

◆ Fundraising

- Developed and implemented strategy to produce 150th anniversary gala raising in excess of \$500,000. Produced all event-related communications, silent and live auction, managed event logistics. Client: Salem State College, Salem, MA.

- Developed and implemented all aspects of a successful fundraising training seminar including speeches, presentations, slides, handouts and hotel logistics. Client: Inova Health System, Springfield, VA.

- Developed and presented fund raising strategies seminar for AIDS/HIV service providers in Greater Baltimore. Client: University of Maryland/Maryland AIDS Professional Education Center, Baltimore, MD.

- Researched and wrote a successful \$500,000 Kresge Foundation grant among other fundraising proposals and case statements supporting a \$10.5 million capital campaign. Client: Inova Health System, Springfield, VA.

- Researched and wrote case statements supporting various institutional priorities for \$1 billion capital campaign. Client: Georgetown University, Washington, DC.

- Wrote successful grant and supervised implementation of \$200,000 public relations contract solidifying a Robert Wood Johnson Foundation, "Fighting Back," substance abuse program in New Haven, CT (COC).

- Developed and wrote successful \$250,000 National Science Foundation grant linking public school math curricula to real world business activity (COC).

- Researched and wrote a successful \$800,000+ State of Maryland grant supporting sexual assault victims services. Client: Dimensions Healthcare System, Largo, MD.

- Managed \$450,000+ annual fundraising proposal strategy for multi-site, non-profit mental health agency. Client: The Center for Mental Health, Washington, DC.

email
voice

Ben@btwaxman.com
/978/ 744• 8828

- Contributed to development and overall strategic planning for the National Campaign to Reduce Youth Violence. Client: Corporation for Public Broadcasting, Washington, DC.

COMMUNITY ACTIVITIES, BOARDS AND COMMITTEES

- *Executive Director*, Mental Health, Addiction & Retardation Organizations of America, national coalition of mental health charities, (President, 2005-08; Executive Director, 2008-present)
- *Board Member, Marketing Committee Chair*, North Shore Technology Council (NSTC), regional economic development initiative, (2009-present)
- *Board Member*, Healing Abuse Working for Change (HAWC), regional domestic violence organization, (2008-present)
- *Past-President*, Salem Main Streets Initiative, National Historic Trust economic development program, (2004 - 2007, Treas.-2003/04)
- *Past-President*, Washington Metropolitan Society for Healthcare Marketing and Public Relations, (board member 1996-2002)
- *Member*, New England Society for Healthcare Communications, (2001-2006)
- *Board Member*, We Mean Clean! - citizens and businesses for a clean New Haven, KAB affiliate, (1989-93, VP-1993)
- *Board Member*, New Haven City-Wide Youth Coalition, (1992-93)
- *Public Awareness Committee Member*, Fighting Back - New Haven, CT Substance Abuse Awareness Program, (1992-93)
- *Business Advisory Committee Member*, Easter Seal Rehabilitation Center, New Haven, (1992-93)
- *Volunteer*, Community Alliance for Youth Action (CAYA), youth education organization, Washington, DC, (1997)
- *Volunteer*, Policy Studies Social Action and Leadership School - non-profit educational center, Washington, DC, (1998-2001)
- *Volunteer*, Damien Ministries - AIDS Shelter, Washington, DC, (1994-95)