

SUZANNE M. SCHWING

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Goal oriented entrepreneur, educator and consultant with over 25 years of experience in various industries. Skilled in creating and executing business strategies to set and reach sales goals, meet company objectives and improve company performance year over year. A strong team player who can effectively lead a team or is self driven to work independently while providing consulting services to an individual or organization.

Professional Experience

WellnessPlus, Inc • Jackson, MS • 2012 – 2015

A preventative behavioral wellness platform designed to help employers manage health care costs and increase employee productivity by incentivizing employees to make healthier lifestyle choices. Program components include: annual biometric screening, quarterly team challenges, monthly physical and nutritional goals, disease prevention, and other healthy habits.

Director of Client Companies

Developed and executed effective methods for acquiring new business prospects. Consulted with organizations, benefits consultants, third party administrators, insurers and other entities that have a base of members or employees in need of an employee wellness program solution. Conducted point of sale educational presentations to C-suite, Human Resource directors, benefits administrators and brokers. Evaluated product design and industry positioning towards the development of the WellnessPlus platform to increase sales and reach the highest level of client satisfaction and retention.

- Acquired over 75% of new business volume in Mississippi, Louisiana and Alabama within 1 1/2 years
- Set benchmark for most expeditious closing of sale in history of company
- Maximize census growth potential by taking a consultative role with prospects and new client companies, analyze current strategies to determine effectiveness and adjust when applicable
- Increased public speaking engagements 100% to promote WellnessPlus at various national conferences
- Speaker on panel of experts for Mississippi Association of Self-Insured employers 2014 Summer conference on Worksite wellness

The In-Room Spa Company, LLC • New Orleans, LA • 2002 – 2012

The first company to provide in-room spa amenity for the exclusive hotels in downtown New Orleans. Services included massage therapy, manicures, pedicures, make-up and hair styling.

President & Director of Operations

Launched an amenity designed to drive hotel revenue, positively affect guest satisfaction and increase guest retention. Developed and implemented sales strategy targeting the high end hotels in downtown New Orleans. Responsible for working with C-Suite and General Managers at each hotel to negotiate business contracts, customize the amenity for each market segment and partner with operations team to ensure delivery of stellar customer service. Oversee daily operational functions: spa service schedule, service provider schedule and payroll. Recruited, hired and trained all service providers.

- Successfully carved out a niche in the New Orleans hotel market resulting in the creation of a unique and innovative new business concept and in-room spa amenity
- Increased company revenue year over year peaking annual sales to over \$300K
- Designed and created spa menu collateral for each hotel
- Developed company website with advanced on-line scheduling, service evaluation and feedback capabilities
- Recruited and managed over 25 service providers with a 100% staff retention rate
- Operated company for 10 years

Education Management, Inc • New Orleans, LA • 1997 – 2001; 2010 – 2011

Among the largest providers of private, post-secondary education in North America based on student enrollment and revenue. Schools offer a broad range of academic programs in the creative and applied arts, behavioral sciences, education, health sciences and business fields, culminating in the award of associate's through doctoral degrees as well as non-degree programs.

Director of Education of Blue Cliff College

Responsible for schools compliance with the Louisiana Department of Education and the Accrediting Commission of Career Schools and Colleges with regards to records, retention and attrition regulations for 400+ students per session. Conducted evaluations and strategic improvement plans for 40+ instructors, Student services coordinator and Registrar. Facilitated faculty meetings, program meetings and provided mentoring and career guidance to students.

- Instrumental in Blue Cliff College acquiring accreditation from the Accrediting Commission of Career Schools and Colleges in 1989
- Created the school's first Community Outreach program becoming the largest sponsor for the New Orleans annual Crescent City Classic, the USA Track & Field Tryouts, the Women's Pro Volleyball Tournament and other renowned events
- Recruited and rehired by the Director of the largest campus in the Blue Cliff system in 2010 as the Director of Education
- 2010 Recipient of the Retention Award for exceeding the minimum retention regulatory requirement by 75% for the largest campus in the system with over 400 students enrolled per session

Delgado Community College • New Orleans, LA • 2002 – 2006; 2008 – 2009

Renowned as Louisiana's oldest and largest community college, serving men and women of all ages. A comprehensive, multi-campus community college and a major institution of higher education in the State of Louisiana. Its nine locations form a center for professional and advanced technology career education, academic pre-baccalaureate education and traditional occupational training.

Mentor & Educator

Responsible for mentoring, advising and training up to 25 students at a time enrolled in their chosen program. Provided training on the state of the enterprise; basic Muscle/skeletal anatomy and palpation skills; Fundamental techniques; Business, Ethics and Louisiana law; and supervisor of student practical clinic.

- Accomplished a 99% retention, attrition and graduation rate each year
- Guided 100% of graduates in passing the Louisiana State Board licensing examination each year
- Created standard lesson plans and supporting PowerPoint presentations for school's curriculum
- Developed Clinical evaluation training protocol for program

Neill Corporation • Hammond, LA • 2006 – 2008

An international corporation formed in the 1970's and largest distributor for Aveda whose mission is to care for the world we live in, from the products we make to the ways in which we give back to society. The supplier of Paris Parker beauty salons and is allied with Aveda Institutes & Beauty Basics.

New Business Development Consultant

Developed and implemented a strategy for prospecting and building a pipeline in Louisiana, Mississippi, Alabama, Oklahoma, Arkansas and Western Tennessee. Utilizing the Aveda concept model, conduct needs analysis, develop business plan and execute point of sale presentations to prospects. Consult with new customers on business strategy to increase sales and establish sustainable income for long-term.

- Promoted from a 3 state region to a 6 state region within 13 months from hire date as a result of effective prospecting and new business acquisition results
- Year over year sales increase of 100%+ on track to produce over \$800k in new business for fiscal year 2008
- Completed sales training in Aveda business concept model, effective prospecting, customer needs analysis protocol, effective questions to close a sale, Aveda product knowledge and Aveda service knowledge

Blue Cliff School of Therapeutic Massage • New Orleans, La • 2001 – 2002

The first massage therapy technical school with campuses located in Gulfport, Mississippi and 2 campuses in Louisiana: Lafayette and Metairie offering certification diplomas in massage therapy.

Consultant & Public Relations

Consultant to the campus administration of 4 campuses providing guidance on curriculum development, training, staffing and other daily issues. Also, hired to develop and implement a continuing education program for licensed massage therapists recruiting instructors and scheduling classes for the 4 campuses to drive revenue for the Blue Cliff System.

- Created a new revenue stream for the Blue Cliff system bringing an additional \$20k+ in year one
- Developed and executed a business plan for the 4 campus Continuing Education program for 2002
- Created public relations strategy with public relations director to promote workshops
- Recruited and scheduled 100% of projected continuing education providers and programs
- Developed and negotiated all contracts for scheduled continuing education providers
- Acquired certification for Louisiana and Mississippi state boards

Massage Business • New Orleans, La • 1996 – 2006

Part-time private practice, LLC

Massage Therapist

Drafted and executed a business plan to start and maintain a part-time practice outlining target marketing, detailed public relations strategy, generating referrals while providing professional skills and superior customer service. Consulted with clients on wellness and self-care.

- Built client base 100% of projected goal in first year of practice
- Maintained 100% of clientele for 10 years
- Volunteered massage therapy for at least one community outreach event annually

Education

Master of Science in Exercise Science 2010

Focus on Wellness & Fitness and Health & Wellness Promotion

California University of Pennsylvania • California • PA

Bachelor of Science in Education 1985

Louisiana State University • Baton Rouge • LA

Technical Skills

Proficient in Microsoft Office: Excel • Outlook • PowerPoint
ATT Connect • GoToMeeting • Webex • Adobe Acrobat • LinkedIn