

# L. MARIE MOTT

Regional Director of Business Development



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*Experienced sales professional with a demonstrated history of working in the hospital & health care industry. Skilled in business development, coaching, sales management, elder care marketing, and building customer loyalty.*

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## **WORK EXPERIENCE**

**DEER OAKS BEHAVIORAL HEALTH**

[www.deeroaks.com](http://www.deeroaks.com)

**June 2017 - November 2018**

### **Deer Oaks – The Behavioral Health Solution**

**Levels of Care:** AL, SNF, LTC, MEM, Behavioral

**Specialty:** Behavioral Health through rounding clinicians, telemedicine, and EAP

**Position(s):** Regional Director of Business Development

**Territory:** CO, ID, MT, ND, WI, WY

#### **REGIONAL DIRECTOR OF BUSINESS DEVELOPMENT**

- Acquired 16 new accounts 4<sup>th</sup> quarter of 2018; opening new state with a projected net revenue of \$1,196,800
- Opened two new areas in CO totaling \$2,544,866 in net revenue between all 3 service lines in 2018
- Worked with MCOs to secure placement on their panels; increase in caseload within each facility by 30%.
- Oversee a team of 9 between 25 communities; on-boarding, coaching, referrals, caseload management, community relations, and
- Client retention

**SENEX FOUNDATION**

[www.senexfoundation.com](http://www.senexfoundation.com)

**January 2017 – June 2017**

### **Rehab Solutions:**

**Level of Care:** SNF, AL, MEM, LTC

**Specialty:** In-patient occupational and physical therapy; rural areas only

**Position(s):** Director of Business Development

**Territory:** Development in all rural communities across the U.S.

**States established in:** CO, NE, MO, KS, FL, MT

#### **DIRECTOR OF BUSINESS DEVELOPMENT**

- 17% increase in net profits; meeting and exceeding quarterly growth expectations
- Responsible for the overall management of strategic and operational marketing
- Interview and develop trusted relationships with potential clients and hospitals.

### Forest Street Compassionate Care Center:

**Level of Care:** SNF, MEM, LTC

**Position(s):** Hospital Liaison; Marketing

**Territory:** Denver Metro Area and JeffCo

#### HOSPITAL LIAISON

- Provided strategic sales management resulting in a 9% increase in resident occupancy.
- Increased lead generation by 70% through branding, print and online campaigns.
- Increased lead generation by 40% through contracting with MCOs
- Recruit Medical Director with privileges in multiple community hospitals.
- Community event planning

**SUNRISE SENIOR LIVING**

[www.sunriseseniorliving.com](http://www.sunriseseniorliving.com)

**July 2014 – January 2017**

### Brighton Gardens of Prairie Village

**Level of Care:** AL, MEM, LTC, SNF

**Position(s):** Associate Director of Sales

**Territory:** Prairie Village, KS and surrounding cities

#### ASSOCIATE DIRECTOR OF SALES

- Designed and coordinated networking collaborations with area home health and hospice organizations to provide CEU programming for local SWs and RNs, "Dinner for two and one CEU", which generated a 60% increase in viable leads from 2016 - 2017.
- Hold monthly in-services on varied topics pertaining to sales/marketing; providing opportunities for team members continued growth and development.
- Performance management.
- Arrange move-ins with hospital discharge staff by meeting with patients in hospital or touring community with their loved ones.
- Maintain CRM
  - Housekeeping, Lead-Opportunity w/o Primary Source, Lead-Opportunity Detail, 1-30 day Lead-Opportunity w/o Scheduled activity, Primary Source Details

### Sunrise at Cherry Creek

**Level of Care:** AL, MEM

**Position(s):** Associate Director of Sales; Sales Assistant; Life Enrichment Manager

**Territory:** Denver, CO Metro Area

#### ASSOCIATE DIRECTOR OF SALES

- Maintain CRM
  - Housekeeping, Lead-Opportunity w/o Primary Source, Lead-Opportunity Detail, 1-30 day Lead-Opportunity w/o Scheduled activity, Primary Source Details
- Prepare RA and conduct contract signings
- Coordinate prospective resident assessments
- Achieved occupancy and revenue goals quarterly.

### **SALES ASSISTANT**

- Use dashboard to contact prospective residents, with the goal of meeting their needs, or directing them to sources who may be better suited for their unique situation.
- Schedule and perform tours of community.
- Move-in coordination: Obtain and organize required paperwork, and prepare administrative files
- Coordinate with Maintenance team to prepare Respite, Permanent, and Model Suites

### **LIFE ENRICHMENT MANAGER**

- Create / maintain monthly activities calendar for the Reminiscence community (Alz./Dementia)
- Educate caregivers on how to orchestrate positive, and meaningful, interactions with residents
- Create / host educational classes, and support groups, for the families/friends of residents
- End of life education and support
- Coordinated fundraising efforts for the 2014, 2015, and 2016 Alzheimer's Association Walk (Denver Chapter)
- Encourage creative thinking, problem solving and empowerment to improve morale and teamwork.

**GOOD SAMARITAN SOCIETY**

[www.good-sam.com](http://www.good-sam.com)

**December 2013 – April 2014**

### **Cedar Lake Village**

**Levels of Care:** AL, IL

**Position(s):** Administrative Assistant

**Territory:** Olathe, KS

### **ADMINISTRATIVE ASSISTANT**

- Department projects, correspondences, routine reports, and meeting minutes
- Compose and distribute inter-departmental memorandums
- Assist Marketing Department (Conduct Neighborhood tours, assemble informational pamphlets; follow up with families interested in viewing the community, etc.)

**INDEPENDENT CONTRACTOR**

**January 2009 – Present**

**Position(s):** Massage therapist, Consultant

**Territory:** Kansas, Missouri

### **CONSULTANT**

- Built a successful pipeline of customers through cold calling, mailers, and word of mouth, resulting in a gross average of \$1200/bi-weekly for part-time needs and \$3000/bi-weekly for fulltime clients.
- Coached clients on the importance of building brand loyalty through customer satisfaction, incentivizing services, and competitive pricing.

**The Greens at Creekside****Levels of Care:** AL, SNF, MEM, Behavioral**Position(s):** Assistant Activities Director**Territory:** Kansas City, MO**ASSISTANT ACTIVITIES DIRECTOR**

- Designed, created, and launched a self-sustaining, revenue generating “\$5 and under” gift shop which garnered a net profit, increasing the department’s activities budget by 50%
- Implemented a volunteer program to address low levels of activity participation with high acuity residents in the second quarter, which led to a 35% increase in participation for the third quarter, and 50% in the fourth quarter. In turn, a decline in move-outs among that demographic and an increase in family satisfaction ratings.
- Increased department employee retention by 20% in the second quarter through implementation of an “Employee Satisfaction Review” that addressed team member’s needs within the company, and strategies to help achieve their growth goals.

**EDUCATION****LeadingAge Colorado**

CO New AL Admin Training

Currently enrolled

**Midwestern College**

Nursing Assistant

Conferred 2014

**Pinnacle Career Institute**

Massage Therapist

Conferred 2008