

Nicole Reiswig, MBA

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Accomplished and results-driven executive with proven experience in business management and healthcare administration, transitioning career to data analytics and data science through Master of Science in Data Analytics.

- Adept at devising and implementing strategic plans for business growth, success, and excellence.
- Skilled at forecasting budgets, mitigating risks, improving collections, and augmenting revenue.
- Instrumental in ensuring compliance throughout organization, providing vision, and introducing best practices.
- Able to drive multiple projects, and complete all tasks on time and above expectations.
- Demonstrated success recruiting top talent, training staff members, assessing performance, and setting payroll structure.
- Known as strategic, disciplined, restorative, fair, and honest business leader.

INFORMATION TECHNOLOGY COMPETENCIES

Systems: Windows PC

Databases: Relational Databases

Languages: SQL, R, Python

Software: MS Word/Excel/PowerPoint/Outlook/Power BI

EDUCATION

Master of Science, Data Analytics: *Western Governors University* | Salt Lake City, UT 12/2023

- Relevant Coursework: Data Cleaning, Data Mining 2, Advanced Data Acquisition, Advanced Data Analytics, Predictive Modeling, Representation and Reporting, SQL, Python, R, Relational Databases

Master of Business Administration: *Western Governors University* | Salt Lake City, UT 03/2023

- Relevant Coursework: Accounting for Decision Makers (with topics such as Generally Accepted Accounting Principles), Financial Management, Data-Driven Decision Making, Operating Management

Bachelor of Science, Healthcare Management: *National American University* | Colorado Springs, CO 02/2017

- Relevant Coursework: Accounting, Business Statistics, Quantitative Reasoning, Quality Improvement and Risk Management, Computer information systems

ACADEMIC PROJECTS

- *Exploratory Data Analysis:* Utilizing data acquired from a telecommunications company, our group created a machine learning model that predicts length of tenure based on customer survey rankings. We employed the data science pipeline by preparing our data, conducting feature engineering, executing statistical tests, and creating visualizations using R and R Studio.
- *MBA Graduate Capstone:* Created a business plan for a hypothetical global conscious capital carbon fiber bicycle manufacturer by adhering to strict budgetary guidelines and specific timeline, developing a social media campaign, addressing the connection with various key stakeholders, and developing and carrying out strategic objectives. Operated the business in four countries for 7 quarters and won 1st place for maximizing profits.

PROFESSIONAL EXPERIENCE

Executive Director, SRI Management LLC, Panama City Beach, FL 2022

Identified operational requirements and recruited top talent from entry to director-level roles for seamless workflow. Tracked performance of up to 50 medical, nursing, sales, clerical, maintenance, culinary, service, and other personnel and shared actionable/constructive feedback. Supervised medical services to assess quality and effectively allocate resources.

Ensured regulatory compliance by enforcing end-to-end controls and implementing corrective changes across facilities. Formulated and communicated progress reports to executive leadership and stakeholders for decision-making process.

- Spearheaded complete rebranding of 70-bed memory care facility resulting in improved reputation in the community.
- Increased accuracy of electronic medical record system through monitoring of charting processes.
- Directed all aspects of \$5 million annual budget, including financial management, employer branding, risk mitigation, quality assurance, health information system, and system implementation.
- Forecasted and administered operational/capital budget with emphasis on reducing additional expenses and accomplishing organizational needs and maximizing revenue.
- Established strong footprint in marketplace and met challenging targets by devising strategic plans after analyzing business data, market conditions, and competitors' activities.

Executive Director, Enlivant Senior Living, Walla Walla, WA

2020

Led recruitment and selection process for all job roles to achieve short- and long-term goals. Reviewed performance reports to forecast business needs and optimize underperforming areas. Aligned existing operations with defined standards and policies as part of compliance assurance. Remained on top of business by keeping abreast of business progress, market conditions, and threats posed by competitors. Headed all functions associated with health information systems, market research, customer relationship management, project governance, AR/AP, and budgeting.

- Streamlined operations, maximized investments, and boosted functional efficiency levels.
- Enhanced multi-skilled competencies of up to 50 employees via inspirational leadership and training.
- Maintained proper staffing ratios throughout pandemic without utilizing agency.
- Built track record of having zero COVID-19 cases among residents and staff during height of pandemic.

Executive Director, Empres Healthcare, Milton-Freewater, OR

2018 – 2019

Oversaw and directed operations of 68-bed facility consisting of assisted living unit and memory care unit. Maintained strict compliance throughout facility by executing effective controls and checks. Mobilized human, financial, operational, and technological resources in organization. Assessed level of medical services and gave recommendations for improvement. Reviewed staff performance, highlighted areas of concern, and provided corrective action plans. Drove staff recruitment and selection process for entry to director-level roles.

- Strengthened company's reputation by conducting clinical/physical plant deficiency-free state survey and
- Grew accuracy rate by rolling out EMR system and monitoring medical services.
- Introduced employee appreciation program as well as newsletter for residents, families, and staff. Resulting in retention and improved morale.
- Collected \$70K in arrears from one account by placing lien on property.

LICENSES & CERTIFICATIONS

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| ● Data Preparation, WGU | Sept. 2023 |
| ● Power BI Bootcamp, Skillsoft | May 2023 |
| ● Microsoft Excel 2010- Revised 2017, The CPD Certification Service | May 2023 |
| ● Project Management Essentials, Management & Strategy Institute | May 2023 |
| ● Business Management Essentials, Management & Strategy Institute | May 2023 |
| ● Misinformation & Disinformation Training, Management & Strategy Institute | May 2023 |
| ● Kickoff Agile Badge, Project Management Institute | April 2023 |

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| • Kickoff Waterfall Badge, Project Management Institute | April 2023 |
| • 1 st Place Team, Canvas Credentials (Badgr) | March 2023 |
| • Lean Six Sigma White Belt, Management & Strategy Institute | March 2023 |
| • Assisted Living Administrator License, AHCA | March 2022 |