

CRYSTAL N. HOLICK, ScD, MPH

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SENIOR OPERATIONS EXECUTIVE

Performance driven leader with 5 years of extensive experience in operations, quality implementation, business development, and team management in the for-profit sector. Experience with the full range of business functions, including strategic development and planning, budgeting, human resources and marketing. Action-oriented, flexible and innovative approach to operational management and business development. Entrepreneurial leadership style with highly effective organizational and communication skills as well as a demonstrated resourcefulness in setting priorities and driving toward clarity and solutions in a fast-paced environment. Personal qualities of integrity and credibility.

SENIOR LEADERSHIP COMPETANCIES

- Entrepreneurial Leadership
- Strategic Planning and Growth
- Profit and Loss Management
- Sales and Operations Management
- Staff Management and Training
- Project Management
- Performance Improvement
- New Business Development
- Key Stakeholder Relations

SELECTED CAREER HIGHLIGHTS

- Operational leadership role including multimillion-dollar profit and loss management.
- Championed initiatives involving process improvement, staff development and operational efficiency.
- Develop and implement strategies that increase market share and profitability.
- Effectively manage projects with close attention to budgets, timeframes and quality to achieve aggressive business goals and drive operational excellence.
- Extensive education and thought leader in the field of nutrition and public health.

PROFESSIONAL EXPERIENCE

HEALTHCORE, INC. – Wilmington, DE 2009 – Present
Health services research organization dedicated to improving the quality, safety, and affordability of healthcare.

DIRECTOR, RESEARCH OPERATIONS

Retained as Director to manage day-to-day business operations for newly established line of business and assume profit and loss management. Challenged to turnaround stagnant sales, increase revenue and market share. Functional areas of management involve strategic planning, business development, sales and operating responsibility. Manage 6 direct reports and 2 indirect reports. Member of leadership team and report to Vice President, Research Operations (co-founder).

Selected Achievements

- Developed and implemented sales and marketing plan to grow business from a \$1 M per year to a \$5 M per year line of business in 2 years.
- Initiated and developed strong and constructive relationships with new key industry clients representing 60% of total sales during fiscal 2011.
- Delivered over \$3.8 M in revenue during fiscal 2011.
- Served as thought partner to executive leadership on issues related to business development, including identifying the best avenues for development and market opportunities in the U.S. and Europe.

- Attracted and hired high-performance team members to accommodate rapid growth in new and existing markets, and directed professional staff in prioritizing their time and resources toward maximizing their impact.
- Directed technology team in development of web-based system to drive operational excellence in the execution of client initiatives.
- Initiated and directed development of core quality standards to meet business objectives resulting in the establishment of cross-functional company-wide policies.
- Recipient of Value in Action Award for exceptional performance and contributing to HealthCore's core mission and overall success.

OPTUMINSIGHT – Waltham, MA

2007 – 2009

*Life science company specializing in safety and risk management programs for medical products.***SENIOR EPIDEMIOLOGIST**

Directed the execution of operational and scientific strategies for a portfolio of clients in a dynamic environment. Participated in business development, including project proposals and bid defenses. Formulated study budgets and timelines and managed resources to ensure overall commitments of multiple concurrent projects were met in terms of quality and committed deliverables. Participated in human resources function of the organization, including hiring, on-boarding, performance evaluations and career development of professional staff. Reported to Executive Director.

Selected Achievements

- Recipient of Employee Recognition Program Award for Team Contributions and Process Improvements.
- Nominated by executive leadership to serve on the Career Development Advisory Board and directed the successful implementation of strategies to retain talent and develop future leadership.

ADDITIONAL CAREER EXPERIENCE**FRED HUTCHINSON CANCER RESEARCH CENTER** – Post-Doctoral Fellow in Nutrition**HARVARD SCHOOL OF PUBLIC HEALTH** – Research Assistant, Nutrition Department**NATIONAL CANCER INSTITUTE** – Fellow in Nutrition**Selected Achievements**

- Manuscript entitled “Physical activity and survival after diagnosis of invasive breast cancer” (Cancer Epidemiology, Biomarkers, & Prevention 2008) recognized by the American Association of Cancer Research as one of the most highly cited AACR journal articles in 2008.
- Received Scholar-in-Training Award from the American Association for Cancer Research, 2007.
- Awarded R25T CA94880 Cancer Prevention Training Grant Fellowship and competitive research funding for a proposal entitled "Genetic variation in vitamin D and selenium related genes and risk of prostate cancer" from the National Cancer Institute, National Institutes of Health, 2006-2007.
- Awarded CA98566 Nutritional Epidemiology of Cancer Training Grant Fellowship, 2003-2006.

EDUCATION AND CERTIFICATIONS**Health Coach Certification (April 2013)** - Institute for Integrative Nutrition, New York, NY**Doctorate of Science (ScD) in Nutrition** - Harvard School of Public Health, Boston, MA**Master of Public Health (MPH)** - Yale School of Public Health, New Haven, CT**Bachelor of Science (BS)** - Fairfield University, Fairfield, CT