Stephanie Huffaker-Tornberg

[stornberg@charter.net](mailto:stornberg@charter.net)

<https://www.linkedin.com/in/stephanie-huffaker-tornberg-763b634/>

Missouri Baptist Medical Center, ICU; RN/BSN; BBA, MIM

St Louis, Missouri, United StatesMedical Practice

Previous positions

Critical Care Fellowship, Cardiovascular ICU, RN/BSN; BBA, MIM at Mercy

Interim Director of Business Development / Marketing at Mercy Rehabilitation Hospital

Education

Thunderbird School of Global Management, MBA/MIM, International Business, Marketing

Experience

Intensive Care Unit

Missouri Baptist Medical Center

March 2017 – Present(2 years 10 months)Saint Louis, Missouri

Marketing Consultant

Freelance / Independent Consultant

September 2005 – Present(14 years 4 months)

Consult and provide analysis on special marketing projects: specialize in strategic marketing, competitive analysis, communications and social media/internet (technology) issues. Clients stem from industries: healthcare, small business and nonprofit.

Critical Care Fellowship, Cardiovascular ICU, RN/BSN; BBA, MIM

Mercy

February 2016 – March 2017(1 year 1 month)St Louis, MO

Interim Director of Business Development / Marketing

Mercy Rehabilitation Hospital

January 2013 – October 2013(9 months)Chesterfield, MO

Mercy Rehabilitation Hospital is a joint venture between Mercy - one of the largest US healthcare companies and second largest in the St. Louis area, and Centerre Healthcare (Nashville, TN) – a US company dedicated to developing and operating rehabilitation hospitals in partnership with leading acute care hospitals. Its patient case mix includes: neurological, stroke, spinal cord injuries, brain injuries, burns, orthopedic, bariatric, cardiac, cancer and debility. Approximately $50m of annual patient revenue; 1,313 discharges; 19,838 patient days; and 90 licensed beds.

• Reporting directly to the CEO of Mercy Rehabilitation Hospital, in less than 10 months: restructured, hired and reoriented admissions and clinical liaison staff of eleven. Includes daily management of this team, significant reduction in staff turn-over. Sharp reduction in need for internal audits, from 100% to 5%. Incorporated continuing education program for staff and a physician marketing focus.

• Achieving historical admission/discharge days and months from June through September. Achieving and exceeding target goals in an intensely competitive marketplace; YTD 16.4% growth from Q1 and 4% over 2012.

• Developing trending spreadsheets and tracking admissions/marketing statistics daily.

• Formulating and implementing market strategies. Overseeing the marketing plan and its inclusion in overall business plan.

• Reviewing and implementing CARF, Joint Commission and Medicare guidelines in admissions/marketing processes and materials; running internal audits for compliance.

• Oversee all marketing collateral; developing new marketing materials and revision of existing pieces.

State Legislative Committee

Junior League of St. Louis

June 2012 – May 2013(11 months)St. Louis, MO

• Worked toward the reintroduction and successful passage of MO House Bill #1049 during MO’s 97th General Assembly. This bill strengthened current antibullying policy by adopting a statewide standardized antibullying policy governing MO students. It is in response to the growing trend of cyberbullying and online harassment or stalking, and the detrimental outcomes of these behaviors on Missouri students. Involved cultivating relationships with MO Senators and Representatives; school administrators; physicians and leaders in the medical community; law enforcement and families impacted by bullying. Additional activities include the development and execution of PR and marketing plans.

PCT - Orthopedics, PRN

St. Luke's Hospital

December 2012 – April 2013(4 months)Chesterfield, MO

Clinical role - refer to BSN nursing description below

VP, Communications; Board of Directors

The Junior League of St. Louis & The Junior League of Harrisburg

September 2004 – May 2012(7 years 8 months)

Non-profit charitable and educational organizations committed to voluntarism, developing the potential of women and improving the community.

Vice President, Communications; Board of Directors; Executive Committee 2011

• Led two committees - managing and creating JLSL communications – developing and implementing marketing and communications plans; managing the P&L; budget and media analysis negotiation and purchase of external media; cultivate media relationships; brand management; print and distribution of newsletter including solicitation of advertising – setting media rates; served as PR spokesperson. Served on the Board of Directors and Executive Committee.

Fundraising Chairwoman – Cinnamon Roll Committee, 2010-2011

• Managed all aspects of JLSL’s largest fundraiser (over $40k annually) – including forecasting, budgeting/management of production, packaging, delivery and marketing. Supplied JLSL Cinnamon Rolls to 12 markets in the greater St. Louis area and had shipping agreements for national delivery. Oversaw 14 shift managers and a membership base of 220.

• Winner of the 2011 Award for Fund Development from the Association of Junior Leagues International, Inc. for the successful revival of its Cinnamon Rolls fundraiser program, which has surpassed expectations and shown strong year-over-year growth since its revival in 2008.

Nominating Committee member (elected position), 2009-2010

• Served on a committee that slated the 2010-2011 JLSL Board of Directors, President, Executive Team and key positions; revised operational policies and bylaws.

Presidential Task Force/Communications Chairwoman, 2008-2009

• Led a team that conducted an interactive agency search and implementation of a new internet site. The new site allows the organization to both efficiently staff and administer volunteer projects. The new site is considered “best in class” and received a volunteer appreciation award from the Board of Directors.

Director, Public Relations & Marketing

Kentucky Humane Society

October 2002 – May 2004(1 year 7 months)Louisville, Kentucky Area

Placing over 4,000 animals a year in loving homes, the Kentucky Humane Society is the largest non-profit animal welfare organization in the state.

Director of Marketing & Public Relations

Responsible for the development and implementation of strategic marketing initiatives and branding. Position required managing outside agencies; developing promotions; managing the P & L, budget and ROI analysis; coordinating with and presenting to local news media (TV, radio and print); and leading the creative process.

• Developed and implemented public relations and marketing strategy that led to a 20% increase in adoptions.

• Redesigned all advertisement and print materials to give the brand a consistent look and feel.

• Researched and analyzed local media market to target optimal media buys. Managed all media contacts and cultivated media relationships; successfully acquired $324K in free media exposure.

Senior Communications Project Manager; Marketing Information Manager

Ericsson AB

January 1998 – April 2000(2 years 3 months)Stockholm, Sweden

With over $28 billion in sales, Ericsson is a global leader in wireless technology and infrastructure.

Served in a variety of marketing roles with increasing responsibilities. Successfully completed a highly competitive international marketing assignment at the Ericsson global headquarters in Stockholm, Sweden.

Communications Senior Project Manager & Deputy Manager, Stockholm, Sweden 1999–2000

Responsible for the management of the Ericsson brand name within the Services Business Unit. Position required designing creative briefs, leading agency teams (Publicis, Edelman), managing the P&L, and extensive project management.

• Served as editorial board member for “Ericsson Services Magazine;” defined issue, article content, and creative layout.

• Led a team that developed a consistent look and feel for the Ericsson brand. Initiative provided business units across the globe guidelines and templates for sales and marketing materials.

Marketing Information Manager, Stockholm, Sweden 1998–1999

Position required organizing global trade shows, conferences, events and leading teams of outside agencies.

• Created a best practices program that provided solution focused materials via the Internet, extranet and print. Program led to greater efficiencies across the organization.

• Developed and managed global “Speaker Pool”; created executive-level presentations and speeches.

Recommendations (4)

Marketing Communications Specialist; Services Marketing Specialist

Ericsson Inc.

May 1995 – January 1998(2 years 8 months)Dallas/Fort Worth Area

Services Marketing Specialist, Dallas, TX 1997–1998

Position involved internal communication, analyzing competitive intelligence, working with outside agencies, and business reporting.

• Created and implemented the department’s first intranet site.

Marketing Communications Specialist, Dallas, TX 1996-1997

Supported annual U.S. wireless telecommunications trade shows and managed promotions. Maintained billing for $10M budget. Facilitated investor relations and media inquiries.

Recommendations (1)

Education

Thunderbird School of Global Management

MBA/MIM, International Business, Marketing

2000 – 2001

Thunderbird School of Global Management

Activities and Societies

Attended Spanish language and business immersion program in Puebla, Mexico, Graduate Level Teaching Assistant for Negotiations and Communications Course, Graduate Level Teaching Assistant for Electronic Commerce, Technology and Telecommunications Course

Maryville University of Saint Louis

BSN, Nursing

2011 – 2015

Maryville University of Saint Louis

School of Health Professions Honor Roll. AHA certification for BLS for Healthcare Providers (CPR & AED) program.

Activities and Societies

Clinical work:

\* St. Anthony's Acute Rehabilitation Hospital (Sept. - Dec. 2012)

\* St. Luke's Hospital - Orthopedics, PCT (Dec. 2012 - April 2013)

Ericsson AB

Certification, Marketing/Sales; Public Relations

1999 – 2000

Holden Value Based Marketing & Selling

Presentation Skills

Media Training

Oxford Brookes University

Certification, Strategic Cellular & Wireless Communications

1999 – 1999

Oxford Brookes University

Ericsson Learning Centers - North America

Certifications, Wireless Telecommunications, Physics, HTML

1996 – 1997

Cellular Mobile Systems 40: Operation and Support Systems Operations

Telecommunications Management &amp; Operations Systems XM Operations

Radio Base Stations 200 O&amp;M

Cellular Mobile Systems 40: System Survey

Mobile Telecommunications Overview

Cellular Mobile Systems 8800: System Survey

Quality Training

HTML Overview

Lewis Web Publishing

Southern Methodist University

BBA, Business Management and Psychology

1991 – 1995

Southern Methodist University

Research Assistant for Dr. Ken Springer and Dr. Diane Berry, SMU Psychology department. First study, administered the Myers Briggs IQ test to elementary students and analyzed data to determine school's performance of student education. Second study, conducted interviews on daily interpersonal human relationships and processed data.

Activities and Societies

Kappa Alpha Theta sorority; SMU French language immersion program, Boulouris, France; SMU capstone program in Taos, NM - coursework with Provost

Southern Methodist University - Cox School of Business

BBA, Business Management; Psychology

1991 – 1995

Southern Methodist University - Cox School of Business

Activities and Societies

Kappa Alpha Theta

Villa Duchesne

High School

1985 – 1991

Skills & Expertise

Advertising

Cpr Certified

Telecommunications

Leadership

Brand Management

Strategic Planning

Nursing

Competitive Analysis

Business Development

Public Relations

Strategy

Marketing

Management

Internal Communications

AED

Impella

Marketing Strategy

Marketing Communications

Media Relations

Healthcare

Corporate Communications

HTML

Social Media

Hemodynamic Monitoring

Critical Care

CRRT

Intra-Aortic Balloon Pump (IABP)

Advanced Cardiac Life Support (ACLS)

Social Media Marketing

Basic Life Support (BLS)

Courses

Thunderbird School of Global Management

Customer Analysis (consumer behavior)(WB4506)

International Marketing Communications(WB4508)

Spanish (advanced business language, including immersion program in Mexico)(SP3000, 4000, 4010, 4200)

Macroeconomics/Microeconomics(WB3203, 3204)

International Political Economy(IS4000)

Business Statistics(WB3300)

Antitrust & Competition(IS4723)

Regional Business Environment: Latin America(IS4030)

Accounting(WB4099, 4102, 4103)

Finance I - fundamentals, II - advanced topics, III - international finance(WB4203, 4204, 4205)

Decision Tools (Risk Engineering: probabilistic & deterministic quantitative models)(WB4304)

Profit Planning & Control(WB4143)

International Marketing Management(WB4500)

Strategic Services Marketing(WB4518)

Communications/Negotiations - International(IS4888)

International Marketing Research & Analysis(WB4530)

Competitive Strategy (global strategic management)(WB4468)

International Business-to-Business Management(GF5521)

Customer Relationship Management (acquisition, satisfaction & retention)(GF4523)

International Finance & Trade(GM4200)

International Brand Management(GF5520)

Independent Research (Negotiations)(IS5915)

Maryville University of Saint Louis

Microbiology(BIOL-104)

Chemistry(CHEM-101)

Human Anatomy & Physiology I & II(BIOL-101, 102)

Health Assessment(NURS-202)

Intro Clinical Nurse Practicum(NURS-203)

Nursing Skills Lab(NURS-204)

Health Promotion(NURS-200)

Southern Methodist University - Cox School of Business

Business Law(LT 3335)

Macroeconomics/Microeconomics, undergraduate(ECO 1311, 1312)

Research Methods, psychology(PSYC 3382)

French (including SMU in France, immersion program)(FREN 1401,1402, 2201,2402)

Management Information Systems(MIS 2306, 2307)

Business Communications(OBBP 3303)

Capstone: Southwest Ethnic Diversity (SMU in Taos, NM w/Provost)(CAPS 3335)

Statistics(STAT 2301)

International & Comparative Management(OBBP 4375)

Abnormal Psychology(PSYC 5355)

Developmental Psychology(PSYC 3332)

Sensation & Perception, psychology(PSYC 3383)

Social Psychology(PSYC 3341)

International Marketing(MKTG 3348)

Leadership & Organizational Climate(OBBP 5371)

Management of Total Enterprise(OBBP 5370)

Mergers & Acquisitions(OBBP 4377)

Business Ethics(OBBP 3375)

Accounting, fundamentals & intermediate(ACCT 2311, 2312)

Finance(FINA 3320)

Business Calculus(MATH 1309)