

MONICA E. HEIDESCH, MHA

mheidesch@gmail.com

PROFESSIONAL SUMMARY

Ph.D. Candidate in Risk Management and Insurance with a focus in Healthcare. Industry experience in different facets of biotech and pharmaceutical companies as well as healthcare systems, including marketing and brand development for pre-launch products, sales and marketing for existing brands, clinician recruitment/relations, digital marketing, project management, and process improvement.

SKILLS

- Business Analysis
- Resource Allocation
- Critical Thinking
- High Performing Teams Development
- Project Management
- Strategic Planning
- Needs/Risk Assessment
- Strong Communication Skills

EDUCATION

PhD Candidate University of Georgia: Terry College of Business Major Focus: Risk Management and Insurance Minor Focus: Marketing: Consumer Behavior	Anticipated May 2022
Master of Health Administration Ohio University College of Health Sciences and Professions	2014
Certificate in Financial Planning Florida State University Center for Academic & Professional Development	2007
Bachelor of Business Administration, Finance Mercer University Stetson School of Business and Economics	1994

PROGRAMMING EXPERIENCE

Stata, SPSS, S&P Market Intelligence, mTurk, OmniUpdate, MS Office Products, and numerous CRMs including Salesforce.

INDUSTRY EXPERIENCE

Graduate Research and Teaching Assistant August 2018 - Present
University of Georgia, Risk Management and Insurance Department

- Assist professors in identifying, assimilating, and analyzing appropriate datasets with current econometric methodologies in an effort to move research interests forward.
- Teach a section, as Instructor of Record, of the Risk Management and Insurance (RMIN 4000) introductory class to undergraduates. Includes class design and full autonomy over instruction.
- Assist professors in other RMIN related courses as a teaching assistant. Duties include individual lectures, proctoring, grading, and the holding of office hours for student support.

Executive Sales Consultant <i>Merck & Co., Northeast Georgia</i>	August 2015 - January 2018
<ul style="list-style-type: none"> · Assisted clinicians and/or their administrators in managing prescription drug benefit pull-through initiatives, and supported managed care/prescription benefit collaboration via national account initiatives. · Consistently exceeded sales goals, receiving numerous sales awards throughout my time at Merck. The most recent achievement was attaining the President's Club award for 2017. · High performing team trainer for the region as well as account management point, winning numerous awards for achievements in both capacities. 	
Senior Sales Consultant <i>IQVIA/Janssen Pharmaceutica, Northeast Georgia</i>	May 2014 - August 2015
Lead Digital Marketer <i>St. Mary's Health Care System, Athens, GA</i>	July 2012 - May 2014
Director of Operations <i>Smart House Calls, LLC., Athens, GA</i>	May 2010 - July 2012
Senior Professional Adult Vaccines Representative <i>Merck & Co., Northeast Georgia</i>	October 2006 - May 2010
Cardiovascular Account Specialist <i>CV Therapeutics (acquired by Gilead), Northeast Georgia</i>	May 2005 - October 2006
Senior Cardiovascular Territory Manager <i>Sanofi-Aventis Pharmaceuticals, Northeast Georgia</i>	April 2003 - May 2005
Senior Sales Consultant <i>Novartis Pharmaceuticals, Northeast Georgia</i>	December 1995 - April 2003
Office Manager/Optometrist Relations <i>National Vision Holdings, Inc., Norcross, GA</i>	March 1993 - December 1995
Research Analyst: Commercial Appraisals <i>Integra Realty Resources, Miami, FL</i>	October 1990 - October 1992

SERVICE

Current Webmaster for Southern Risk and Insurance Association (SRIA)
Former Board Member for Community Boating of Athens, Inc. 2011-2014

MEMBERSHIPS

American Risk and Insurance Association (ARIA)
Southern Risk and Insurance Association (SRIA)
Western Risk and Insurance Association (WRIA)
American Society of Health Economists (ASHE)
National Honor Society, Phi Eta Sigma
Mensa

REFERENCES AVAILABLE UPON REQUEST
