

David Peck

Career Summary

Approximately 15 plus years of experience in management, marketing, sales, business development, budget planning and financial consulting. Successful professional with a proven track record in challenging and competitive situations. Particular expertise in facilitating client business relations and strategic planning as it relates to overall the growth and expansion requirements.

Education

California State University, Fullerton: B.A. Business with emphasis on International Marketing
University of Phoenix: M.B.A. Graduate study in Business Marketing

Highlights of Qualifications

- Interactive group facilitator and practical problem solver
- High energy and results oriented self-starter
- Creative ability to "close the deal"
- Strong interpersonal relationship and team building skills
- Strong communication and presentation skills

Professional Experience

Asset Based Lending Institution, President/Owner

10/2000 to Present

AFI, Fresno, CA

Own and operate a **\$4 million** in landings, commercial financial placement business. Responsible for all day-to-day marketing and financial operations including, staffing, contracting, financial negotiations and expansion efforts.

Retail Company, Owner

05/96 to 10/2000

LCR Co., Newport Beach, CA

Own and operate **\$1,000,000** retail and Internet tobacco and related product company and financial operations.

Director of Business Development

08/94 to 05/96

Pine-Grove Hospital. Canoga Park, CA (Tenat Healthcare Systems)

Provide overall hospital strategic marketing direction for a **\$16,000,000** hospital, Oversee and manage all hospital guest and public relations and contract with managed care providers. Provide liaison between hospital administration and physicians. Problem solve on case by case basis regarding patient care as it relates to overall system improvements pertaining to managed care, public relations guest relations and all marketing related planning.

- Increased daily census by **30%** over first 8 months
- Increased number of capitated/shared risk contracts at a rate of 1 per month
- Developed several new contractual relations through creative contracting (i.e.. guaranteed length of stay, tiered per diem, case rate, etc.)
- Introduced several new facility wide programs to enhance patient care as it related to managed care requirements
- Increased relations with several area hospital and referral facilities by **80%** leading to the number one referred facility in the region
- Successfully recruited 5 of the areas top physicians

Manager, Senior Health Plan Marketing

09/92 to 08/94

Mullikin Medical Centers, Artesia, CA (MedPartners)

Responsible for corporate-wide management of all marketing/sales functions, development of marketing strategies, media relations, print collateral, advertising and promotions, budget and productivity analysis, marketing research and new member enrollment for a **\$300 million** multi-specialty medical group and hospital system.

- Introduced several proposals approved by administration ultimately leading to an increase of **10%** in overall profits
- Increased new member enrollment from **350** to over **1300** per month
- Designed program lowering member dissatisfaction through "managing expectation"
- Reorganized corporate wide marketing functions to account for **85%** of all new business
- Organized sales events to increase member attendance by more than **300%** leading to new enrollment
- Responsible for all marketing and collateral material for all regions consisting of over 50 locations throughout all of California
- Introduced ethnic marketing plan targeted at low-income families leading to increase of **21%** in this sector

Director of Marketing/Sales

09/89 to 07/92

Greaney Medical Group, Anaheim, CA

Responsible for managing all marketing/sales functions, development of marketing strategies, physician recruitment, employee sales training program, fund-raisers, worker's compensation medical-legal program, budget and productivity analysis, market research and all proposal development for a **\$10 million** specialty medical group.

- Created and launched a case management program increasing revenues by **15%**
- Re-organized all marketing functions to account for **85%** of all profits
- Development a complete marketing and sales business plan to increase client base while maintaining budget restrictions
- Earned most commission in medical groups history
- Aligned medical group with insurance industry and surrounding community increasing daily census from **25** to **125** per day
- Successfully contracted with several sister hospitals and managed care companies increasing PPO network and medical legal referrals to over **5000** annually