

Lisa Marlow

 Metro Detroit  Onsite/Virtual/Hybrid
 248-231-9603  Lisamarlow4@icloud.com
 Lisamarlow.com  linkedin/in/lisa-g-marlow

Professional Summary

Strategy and operations executive with proven ability to design and implement innovative strategies that drive sustainable growth, maximize revenue, and enhance operational efficiency. Adept at leading cross-functional teams, optimizing business processes, and building scalable solutions to achieve long-term business objectives.

Executive Skills Profile

Strategic Leadership

Strategy execution • Change management • Cultural transformation • Innovative solutions

Operations & Optimization

Continuous Improvement • Innovative solutions • Data storytelling • KPI-driven decision-making

Client & Account Management

Client relationships • Account management • Strategic partnerships • Issue resolution • Client retention

Collaboration & Team Leadership

Cross-functional leadership • Matrixed collaboration • Change enablement • Talent development

Interpersonal Effectiveness

Emotional intelligence • Executive presence • Active listening • Influential communication • Conflict resolution

Technology & Innovation

AI integration • Digital transformation • Emerging technology adoption • Salesforce and Workday proficiency

Education and Training

Doctor of Business Administration – ABD

Technology Management

Northcentral University

Master of Liberal Studies

Interdisciplinary Technology

Eastern Michigan University

Bachelor of Science

Allied Health-Dietetics

Michigan State University

Certified Lean Six Sigma Black Belt

BMGI, Colorado

Registered Dietitian

Henry Ford Hospital Internship

CS50's AI Certification

Harvard - *expected 6/2025*

Professional Experience

Principal

01/2023 – Present

Green Owl Strategies | Detroit, Michigan

A business consulting partner, providing unparalleled insights and innovative strategies to transform businesses.

LEADERSHIP

- **Advises executive teams on strategy, innovation, and transformation to improve organizational performance:**
 - Leverages AI tools such as Gemini and Perplexity to conduct market analysis, competitor benchmarking, and trend forecasting to uncover insights that inform strategic priorities and operational improvements.
 - Identifies strategic development opportunities and crafts comprehensive business cases and multi-year plans, aligning teams around clear goals to accelerate growth and deliver measurable results.

Vice President, Corporate Strategy

4/2023 – 11/2024

Trion Solutions | Troy, Michigan

The largest minority-owned Professional Employment Organization, providing comprehensive HR solutions.

STRATEGY

- **Provided executive leadership in setting and driving the organization's strategic direction:**
 - Engaged key stakeholders at all levels to build consensus, drive alignment, and ensure strategic focus.
 - Achieved 15% annual growth by crafting the mission, vision, and multi-year strategic roadmap, aligning key priorities along three pillars: *Optimize the Workforce, Streamline Operations, Deliver Value*.
- **Launched a performance management framework linking employee performance to organizational goals:**
 - Evaluated, selected, and implemented a new performance management software platform to streamline evaluations and enhance data-driven decision-making.
 - Increased the share of employees who reported clarity on performance expectations by 10% by linking employee performance to organizational KPIs, strengthening accountability, and alignment.

INNOVATION

- **Designed and launched an internal social media platform to strengthen employee connection:**
 - Fostered a culture of connection and informal collaboration, enhancing cohesion and teamwork.
 - Elevated 'Company Culture' to one of the top-ranked areas of workplace satisfaction.
- **Enhanced the customer experience by fostering a highly engaged workforce:**
 - Boosted employee engagement to 88%.
 - Prioritized employee well-being: Initiated a formal recognition program, mentoring initiatives, health and wellness offerings, and individualized training and development plans.
- **Strengthened organizational communication and trust through executive engagement initiatives:**
 - Implemented skip-level meetings, executive-led focus groups, and C-suite-sponsored events.
 - Fostered open dialogue, increased leader visibility, and promoted a culture of transparency and trust.

EXECUTION

- **Reduced client churn from 5% to 1% by enhancing service quality and client engagement:**
 - Streamlined offerings and standardized processes, improving service consistency and product quality.
 - Executed a strategic communication plan focused on personalized messaging, proactive outreach, active listening, and continuous feedback, consistently surpassing customer expectations.

Director of Strategy

11/2007 – 12/2022

Trinity Health | Livonia, Michigan

The 10th largest healthcare system in the nation, providing acute hospital care and outpatient health services.

GROWTH

- **Increased market share from 14% to 19% through strategic expansion and investment:**
 - Developed comprehensive, data-driven business plans for major growth projects to enhance capacity and reshape the brand's market position: \$90M inpatient annex, \$9M outpatient surgery center, and \$80M freestanding health center.
 - Led mergers and acquisitions efforts, expanding the provider network by 40%, increasing covered lives by 50,000, and significantly enhancing service delivery capabilities and market presence.

OPERATIONS EXCELLENCE

- **Drove operational efficiency, strategic growth, and physician alignment to improve performance:**
 - Realized over \$100K in annual cost savings by leveraging Lean Six Sigma methodologies to reduce orthopedic device supply variability, implement robust inventory controls, and streamline distribution.
 - Attained 80% network integrity by executing a comprehensive physician engagement strategy, fostering trust, strengthening collaboration, and aligning provider interests with organizational goals.
- **Accelerated revenue growth through innovative expansion and optimization:**
 - Realized \$15M in incremental revenue by implementing a targeted expansion strategy, launching innovative services, and penetrating new and underserved markets.
 - Delivered more than \$1M in cost savings and greatly improved financial sustainability by championing a comprehensive divestiture due diligence process to identify and eliminate redundant programs.

Operations Executive - Oncology

1/2011 – 12/2012

ACCOUNTABILITY

- **Directed end-to-end program operations with a focus on efficiency, team collaboration, and growth:**
 - Managed a cross-functional team including clinical staff and physicians.
 - Oversaw core business operations: Financial forecasting, budgeting, revenue cycle management, and process optimization.
 - Streamlined service delivery by launching a patient navigation program, rapid diagnostic protocols, and same-day result reporting, reducing the time from diagnosis to treatment.
 - Initiated multidisciplinary conferences to foster collaboration, communication, and shared decision making, improving patient outcomes.

Leadership in Practice

Committee Member

National Association of Professional Employer Organizations

Executive Officer

Society of Hospital Planners and Marketers – 4 terms

Co-author

Market Intelligence Drives a Sound Outpatient Strategy.
Society for Healthcare Strategy and Market Development

Nominated Participant

Crain's Detroit Leadership Academy

Speaker/Subject Matter Expert

Thomson Reuters National Conference

Board Member

Lawrence Technological University