

LISA MARLOW

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EXECUTIVE PROFILE

Transformational strategy and operations executive with 20+ years of experience turning vision into value.
A visionary catalyst for change, guiding organizations through complexity to scalable solutions and sustainable growth.
Collaborative leader who unites diverse perspectives, fosters alignment, and motivates teams to transform ideas into impact.

CORE COMPETENCIES

Strategic Leadership: Strategy execution • Change enablement • Cultural transformation • Innovative solutions • Vision alignment

Operations Optimization: Continuous Improvement • Data storytelling • KPI-driven decision-making • Project management

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

Technology & Innovation: AI integration • Digital transformation • Technology adoption • Salesforce and Workday proficiency

Interpersonal Effectiveness: Cross-functional collaboration • Delegation & empowerment • Talent development • Executive presence

PROFESSIONAL EXPERIENCE

Green Owl Strategies | Detroit, Michigan

01/2023 – Present

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

Principal

Maintains a 100% Likely to Recommend Score, 70% Customer Return Rate, and 4.95/5 Customer Effort Score:

- Advises executive leaders on strategy, business development, innovation, and operational transformation.
- Develops plans that align teams around clear goals to drive sustainable growth and measurable results.
- 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.

Trion Solutions | Troy, Michigan

4/2023 – 11/2024

The largest minority-owned Professional Employment Organization, providing business consulting services and solutions.

Vice President, Corporate Strategy

Drove 15% revenue growth by designing and delivering a differentiated customer experience:

- Cut client turnover from 5% to 1% by deploying PrismHR, a scalable platform that boosted efficiency and effectiveness.
- Achieved a 4.8/5 new client satisfaction score by standardizing discovery, streamlining onboarding, and ensuring seamless handoffs from sales to implementation.

Increased productivity 10% through strategic vision, clear frameworks, and aligned team goals:

- Selected, implemented, and trained 200 staff on Workday, a performance management system.
- Improved accountability and performance tracking, creating a high-performance culture.
- Enhanced goal clarity by 10% by aligning cross-functional teams around key strategic priorities.

Elevated Company Culture to a top-ranked area of workplace satisfaction on the Best and Brightest survey:

- Created and launched an internal social media platform to strengthen employee collaboration and teamwork.
- Prioritized employee well-being: Initiated a recognition program, mentoring initiatives, wellness offerings, and growth and development plans.

Boosted employee engagement to 88% by fostering a culture of trust and transparency:

- Introduced executive-led focus groups and C-suite-sponsored social events to boost leader visibility, openness and communication.

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

Director of Strategy

Achieved a 5-point market share gain via strategic expansion and investment initiatives:

- Launched innovative programs to attract diverse demographic groups, including a sports medicine initiative for younger athletes, Michigan's first Senior ER, and a multidisciplinary clinic for an aging community.
- Realized \$15M in incremental revenue by implementing a development strategy penetrating new and underserved markets.
- Directed preparation and submission of state regulatory filings for new projects and programs, ensuring accuracy, timeliness, and compliance.

Expanded medical group provider network by 40%:

- Analyzed demographic, utilization, and demand data to identify specialist recruitment needs.
- Spearheaded physician acquisitions through M&A, boosting market presence and service offerings.
- Attracted physicians to a new outpatient surgical center by showcasing efficiency gains, streamlined workflows, and improved clinical effectiveness.
- Executed multi-site value-based care strategies by aligning reimbursement models with quality outcomes, strengthening compliance, and driving improvements in clinical performance and revenue capture.

Attained 80% network integrity by executing a comprehensive physician engagement strategy:

- Managed physician liaison team, strengthening physician trust and communication, expanding the referral network, and driving patient growth.

Operations Executive for Oncology

Managed a \$60M P&L and cross-functional team of 50, increasing patient panel by 10%:

- Implemented procedures for documentation, coding and prior authorizations to decrease insurance denials 13%.
- Reduced diagnosis-to-treatment time 5 days: Launched a patient navigation program, rapid diagnostic protocols, and same-day result reporting.
- Established multidisciplinary care team meetings to meet COC accreditation standards, fostering collaboration and evidence-based treatment planning.

Performance Excellence Consultant

Generated \$1M+ in savings and revenue applying Lean Six Sigma methodologies to optimize operations:

- Cut orthopedic supply spend through standardizing devices, strengthening inventory controls, and optimizing distribution.
- Reduced insurance denials 5% through a uniform referral and scheduling process for high-end imaging services.
- Optimized operating room efficiency by improving on-time starts, reducing turnover times, and increasing OR utilization.
- Led the development and design of a \$90M outpatient surgery center, incorporating standardized layouts, right-sized spaces, integrated technology, and zoned workflows.

EDUCATION AND CERTIFICATIONS

Doctor of Business Administration (doctoral candidate, all but dissertation) in Technology Management, Northcentral University

Master of Liberal Studies in Interdisciplinary Technology, Eastern Michigan University

Bachelor of Science in Dietetics, Michigan State University | Former Registered Dietitian, State of Michigan

Certified Lean Six Sigma Blackbelt, 2009

CS550's AI Certification, expected 2025

LEADERSHIP IN PRACTICE

Executive Officer, Society of Hospital Planners and Marketers – 4 terms

Board Member, Lawrence Technological University

Co-author, Market Intelligence Drives a Sound Outpatient Strategy. *Society for Healthcare Strategy and Market Development*

National Speaker/Subject Matter Expert, Thomson Reuters Professional Conference