

<http://www.webprofile.info/lomara/>

SENIOR MARKETING EXECUTIVE

Defense / High Tech-Electronics / Health Care

Motivated, results-driven executive with extensive experience in corporate marketing and communications including successful development and implementation of corporate programs and strategic planning/execution interfacing with Wall Street and NASDAQ. Expert skills in working with multiple target audiences, positively impacting stock price, and building corporate perceptions to support business-to-business marketing. Proven track record of success in business analysis, strategic planning, issue resolution, and new business development techniques. Articulate communicator possessing exceptional interpersonal skills, enabling effective leadership and mobilization of cross-functional teams to accomplish objectives and meet critical deadlines.

Core Qualifications

- B2B Strategic Marketing
- Corporate Growth & Development
- Strategic Planning & Execution
- Brand Development/Management
- Corporate Communications
- Start-up Situations
- Project/Program Management
- Business Acumen
- Strategic Partnerships/Alliances
- Regulatory Compliance
- New Product Development
- Policies & Procedures

PROFESSIONAL MARKETING EXPERIENCE

Nevada State Health Division, Bureau of Health Planning & Statistics, Carson City, NV 2004 – Present

HEALTH RESOURCE ANALYST

State agency that promotes and protects the health of Nevadans and visitors to the state via leadership in public health, and enforcement of laws and regulations pertaining to public health.

Promote and monitor activities related to safe, quality health care including the reporting of HMO quality indicators and sentinel events by medical facilities. Serve as subject matter expert to agencies and liaison with division business office. Market bureau programs, reports, and services to internal and external audiences providing marketing, PR, and Web content counsel to Bureau Chief and Program Managers. Serve as state advisory member to Nevada Hospital Association Patient Safety Committee and to Nevada Managed Care Quality Improvement Council. Manage Health Planning budget, operations, and staff.

Selected Accomplishments:

- Implemented Nevada Sentinel Events Registry, meeting statutory deadline, by repairing and strengthening the Nevada Hospital Association relationship, completing the regulation adoption process, facilitating the development of the reporting forms and guide, establishing the registry website, and training reporting medical facilities statewide. Project successfully completed in seven months.
- Provide marketing communications counsel and support for the implementation of the Nevada Web-Enabled Vital Record Registry System (WEVRRS).
- Facilitated improved communications and coordination with Nevada Division of Insurance for Certificate of Authority applications and geographic expansion requests.
- Led cross-functional Nevada team through federally sponsored, patient-safety improvement program.
- Provide requested presentations on patient safety and sentinel event reporting to external groups and partners.
- Conduct health-planning activities including analysis of State and Federal Legislation drafting regulations, health division policies, facilitating public workshops and hearings, and preparing special health care studies.

Irvine Sensors Corporation, Costa Mesa, CA 1991 – 2001

CORPORATE COMMUNICATIONS DIRECTOR (1997 – 2001), **CORPORATE COMMUNICATIONS MANAGER** (1994 – 1997), **MARKETING COMMUNICATIONS MANAGER** (1991 – 1994)

Innovative technology developer commercializing its technologies via independently financed and managed subsidiaries.

Developed, executed, and directed strategic communications and corporate marketing programs for company and subsidiaries. Reported to CFO, and provided strategic counsel to executive management. Hired and directed PR,

Continued

Web, and graphics design firms. Developed and directed annual and ad hoc briefings to editors and market research/industry analysts. Interfaced with investors, stockbrokers, venture capitalists, and financial analysts. Oversaw advertising campaigns, tradeshow participation, and marketing materials creation.

Selected Accomplishments:

- 50% attendance increase at Annual Meeting of Stockholders for three consecutive years.
- 100% ROI within 90 days after leading annual editors' briefings to industry publications.
- Raised \$100K for private equity financing to fund a new subsidiary. Participated in the launch of three new subsidiaries, co-authoring one business plan.
- Counseled product managers on marketing and business development plans. Assisted with the management of intellectual property portfolio.
- Created and managed the content for five company web sites and one e-commerce store.
- Served as ISO-9001 Internal Auditor and on the Quality System Management Review Team.
- Held U.S. Military Security Clearance: Secret Level, 1993-2001.

Consultant, Costa Mesa, CA and Carson City, NV

1997 – 2003

MARKETING AND CORPORATE COMMUNICATIONS

Independent marketing and corporate communications.

Performed as Marketing Director for software start-up company concentrating on business development, product marketing, e-Commerce support, PR, and investor relations. Researched and reported on effectiveness of PR campaigns. Wrote and coordinated publication of press releases and developed marketing presentations for investor audiences.

Selected Accomplishments:

- Authored marketing plan for \$8.5M CCCSAT Broadcast Center award-winning grant proposal. Marketing plan cited as the second of three reasons that Palomar College, San Marcos, CA, was awarded the grant.

Additional Experience

MERCHANDISE PROCESSOR & SALES ASSOCIATE, GOTTSCHALKS, Carson City, NV

Sales Associate of the Month, July 2003

MANAGER, CLINICAL NUTRITION SERVICE, MEMORIAL MEDICAL CENTER OF LONG BEACH, Long Beach, CA

CLINICAL DIETITIAN, ANAHEIM MEMORIAL HOSPITAL, Anaheim, CA

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, Pepperdine University, Malibu, CA

BACHELOR OF ARTS – Home Economics/Food and Nutrition, Rosary College (now Dominican University), River Forest, IL

PROFESSIONAL ACTIVITIES

Adjunct Instructor – Business & Management, **UNIVERSITY OF PHOENIX – NORTHERN NEVADA CAMPUS**, Reno, NV
Marketing, Public Relations, and Critical Thinking courses.

Member, Editorial Board, **NEVADA STATE HEALTH DIVISION NEWSLETTER**, Carson City, NV

Author, "5 Tips: Corporate Image and Identity," **THE ORANGE COUNTY REGISTER**, Orange County, CA, 4/1999

Past Member, **CALIFORNIA STATE UNIVERSITY**, Fullerton University Extended Education Advisory Board, High Technology Marketing certificate program, Fullerton, CA

Participated in the development of program requirements and curriculum.