

Regina V. Cates

SUMMARY

Professional with substantial experience in higher education, medical practice, and private industry administration in the areas of - leadership and staff training, marketing, public relations, special event coordination, recruitment and student advising, executive education, operations management, strategic planning, budgeting, program and project management, and graduate and adult continuing education.

PROFESSIONAL EXPERIENCE

RYS, Inc., 8071 Beverly Blvd., Los Angeles, California

1/2004 – present

Co-founder and Chief Executive Officer

Responsibilities: As CEO I am responsible for the success or failure of RYS, Inc. that means I am in charge of: operations, marketing, strategy, financing, creation of company culture, human resources, hiring, firing, compliance with safety regulations, sales, PR, purchasing, customer service, corporate training, new product development, etc. I set strategy and create our corporate vision; build our corporate culture; am responsible for team-building; and allocate our capital.

Berry College, Campbell School of Business, Mount Berry, Georgia

8/2002 – 12/2003

M.B.A. Program Director

Responsible for the management of all activities associated with the M.B.A. program, including recruitment, advising, program development, curriculum review and design, catalog updates, staff supervision and evaluation. Serve on several school and campus committees, interact with and make presentations to executives, and serve as chief program liaison.

ACCOMPLISHMENTS:

Developed and implemented strategic marketing plan that exceeded initial recruitment goals by 35%. Researched, wrote, and presented marketing driven tuition reduction proposal – accepted by Board of Trustees. Evaluated curriculum and developed proposal – currently in first reading for fall term faculty approval. Reduced annual operating budget by 6.2% while increasing prospect and applicant numbers.

- Manage recruitment and admissions of M.B.A. students.
- Coordinate advisement process for students.
- Administer academic program – from curriculum design and compliance, to course scheduling, assist in determining faculty allocation, syllabi development, and elective and innovative course/program development.
- Manage community and inter-institutional relations.
- Graduate program team supervision, development, and evaluation.
- Market and sell M.B.A. program to community, prospects, executives and other internal and external constituencies.
- Maintain positive and productive relationships between administration, the community, program students and alumni, and faculty.
- Develop and distribute program information to media.
- Facilitate internships, scholarship, and international opportunities for students.
- Manage assessment of M.B.A. program effectiveness and compliance with AACSB accreditation standards.
- Member of Graduate Advisory Council for Business, Graduate Curriculum Action Committee, Executive Advisory Committee, Outreach Committee, Executive Roundtable, and Graduate Council.

Leadership Training and Development Facilitator

9/1994 – Present

Direct and develop education programs that include leadership development, team building, customer satisfaction, understanding cross-cultural differences, and developing effective communication, for students, executives, managers, community leaders, and employees of for-profit and not-for-profit organizations such as:

- Southern Living Magazine
- Birmingham Project Corporate Leadership

Claudia J. McDonald, M.D., P.C., Neurological Surgery, Birmingham, AL

2/2000 - 7/2001

Practice Administrator

Responsible for all aspects of business practice systems including marketing, public relations, human resources, strategic planning, credentialing, business and clinical operations, and compliance.

ACCOMPLISHMENTS:

Increased collection percentage by 37%.

Reduced average monthly expenses by 7%.

Increased billing accuracy reducing number of claims going to appeals.

- Managed employee and physician owner compensation and benefits programs. Maintained compliance with payroll tax laws and filing procedures.
- Served as chief practice liaison by pursuing and establishing relationships between physician and staff, other physicians, hospitals, clinics, and other internal and external constituencies.
- Evaluated and implemented quality assurance and patient satisfaction programs. Implemented mechanisms for administrative and clinical input and collaboration. Maintained legal compliance with government and contractual agreements.
- Evaluated, designed, and implemented changes in patient flow process, clinical structures and functions to improve practice operations.
- Conducted information system needs analysis and facilitated information system procurement and installation.

Birmingham-Southern College, Birmingham, AL

1/1994 - 2/2000

Director of Graduate and Adult Studies Marketing and Recruitment

Assistant Director of Graduate Studies

Responsible for the development, implementation, support, and management of product and services marketing for the graduate and adult student education programs. Served as admissions and recruitment director for graduate and adult studies programs - including student orientation, advising, course planning, and counseling.

ACCOMPLISHMENTS:

Exceeded recruitment goals requiring the establishment of enrollment limits.

Operated within budget each year.

Increased quality of executive students and decreased attrition rate.

Decreased program's dependency on specific corporate sponsorships by increasing number and types of industries represented.

- Planned and directed successful strategic marketing and communications projects including establishing and achieving marketing mix objectives and consumer satisfaction goals.
- Recruited, oriented, and advised executive graduate students.
- Strengthened market research techniques through survey, research design, and analysis.
- Designed needs assessment processes that produced increased program recruitment and retention.

- Managed recruitment staff and budgets.
- Planned, coordinated, and directed brand and image development programs.
- Directed publication design, development, production, and media buys.
- Designed and implemented successful development and fund-raising campaigns.
- Researched and assisted in the writing of AACSB and ACBSP accreditation reports.

Miles College, Birmingham, AL

3/1990 - 1/1994

Director of Public Relations and Marketing

Directed internal and external public relations, marketing, and communications activities including recruitment, event coordination, institutional market research, development, publications, and promotional campaigns.

- Directed department operations, staff, and budgets.
- Conceptualized and developed successful fund-raising, marketing, recruitment, and public relations projects.
- Established procedures for gathering marketing and institutional research data.
- Realized a 95% increase in published information on the college.
- Developed and increased alumni giving.

Robert T. Smith Company, Inc., Birmingham, AL

6/1984 – 3/1990

Operations Manager

Responsible for inter- and intra- state shipping and transfer of product materials, inventory control, administration of payroll, employee benefits, and product marketing.

EDUCATION

MPPM, Master of Arts in Public and Private Management (Leadership), Birmingham-Southern College, Birmingham, AL 1995. Chosen teaching assistant for statistics; curriculum emphasis on marketing.

BAT, Bachelor of Arts in Teaching, Sam Houston State University, Huntsville, TX.