

Rolando P. Irizarry

Profile	A seasoned marketing general practitioner with a solid academic background.		
Academic Interests	<ul style="list-style-type: none">▪ Brand Management, Marketing Strategic Planning and Data Analytics.▪ Customer Relationship Marketing and Engagement, Advertising and Social Media.		
Faculty Appointments	<i>2011–Present</i>	<i>The George Washington University</i>	<i>Washington, DC</i>
	Faculty: School of Business – Marketing Department		
	<ul style="list-style-type: none">▫ Undergraduate level: Basic Marketing Management.▫ Graduate level: Creative Marketing Concepts, Nature of Markets and Marketing.		
	<i>2010–Present</i>	<i>Johns Hopkins University</i>	<i>Baltimore, MD/Washington, DC</i>
	Faculty: Carey Business School		
	<ul style="list-style-type: none">▫ Graduate level: Market Driven Strategies, Strategic Marketing, Strategic Brand Management, Customer Focused Marketing.▫ JHU Medicine: Strategic Planning and Marketing Management for Medical Organizations.		
Guest Lecturer	<i>2010–Present</i>	<i>The George Washington University</i>	<i>Washington, DC</i>
	“Forces Affecting Marketing Innovation in Healthcare,” lecture at the School of Public Health and Health Management, Health Services Management and Leadership Program.		
	“Strategic Service Line Marketing Management,” virtual lecture at the School of Business, Healthcare MBA Program.		
	“Hospital Strategic Marketing Management,” lecture at the School of Public Health and Health Management, Health Services Management and Leadership Program.		
Education	<i>1997–2002</i>	<i>Florida International University (FIU)</i>	<i>Miami, FL</i>
	Master of Science – Marketing Management.		
	<i>1992–1996</i>	<i>University of Miami (FL)</i>	<i>Coral Gables, FL</i>
	Double Major – Bachelor of Science in Communications and English Creative Writing.		
Experience	<i>2010–Present</i>	<i>The George Washington University Hospital</i>	<i>Washington, DC</i>
	Marketing Manager and Business Analyst		
	Strategically plan with C-level executives and physicians on cross-silo marketing campaigns. Serve as a strategic marketing advisor to the administrative team. Process data from business analytics tools to create strategy for marketing and business development campaigns that produce positive ROI.		
	<i>2005–2010</i>	<i>The George Washington University Hospital</i>	<i>Washington, DC</i>
	Marketing Manager		
	Marketed a historically prestigious and technologically innovative for-profit hospital (for Universal Health Services, Inc.) to one of the most competitive healthcare markets in the country. Planned marketing initiatives and tactical efforts with hospital leadership and physicians for service line marketing management, brand management and growth opportunities.		
	<i>2000–2005</i>	<i>Miami Children's Hospital (MCH)</i>	<i>Miami, FL</i>
	Marketing Manager and Managing Editor		
	Managed marketing and business development with C-level executives for one of the most recognized pediatric hospitals in the country (US News). Also served as Managing Editor for MCH's peer-reviewed pediatric medical journal <i>International Pediatrics</i> (IP).		

Experience (cont.)	1997–2000	Florida International University (FIU)	Miami, FL
		Senior Public Affairs Officer	
	Worked with one of the largest, most diverse media markets in the country (South Florida) and organized the largest press event in campus history – Dalai Lama address involved over 200 journalists. Global coverage in print, broadcast, radio and web.		
Consulting	2013	OC & C Strategy Consulting	Boston, MA
		Healthcare Analytics Research	
	2011–2013	Gerson Lehrman Group	Washington, DC
		Consultant: Council Member, Healthcare Marketing and Communications	
	2010–2013	LEK Consulting	Boston, MA
		Consultant: Marketing and Online Advertising	
	2008–2010	The Urology Group	Reston, VA
		Consultant: Strategic Marketing and Business Development	
	2001–2004	Prime Health Consultants, Inc.	Santa Barbara, CA
		Consultant: Project Manager	
	▫ Marketing, publishing and web for a scientific publication sponsored by Genentech, Inc.		

Awards and Honors: *The George Washington University Hospital*

- **Branding Campaign (TV):**
 - **Neurosciences:** Davey/Gold; MarCom/Platinum(2)
 - **Cardiovascular:** Davey/Silver; MarCom/Platinum CV Awards/Silver
 - **Single-Port Surgery:** MarCom/Gold
 - **Brand:** Davey/Silver
 - **Defining Medicine Campaign:** MarCom/Gold
- **Breast Cancer (Radio):** Davey/Gold.
- **Cancer Campaign (TV):** AMA DC M Award; Davey Awards (6); MarCom/Platinum; Hermes/Platinum; Aster/Gold.
- **Robotic Surgery Center (TV):** Videographer Award; Telly/Silver; MarCom/Platinum; Davey/Silver.
- **Robotic Surgery Center (Web):** MarCom/Gold for Website and Gold for Design; AVA Award/Gold.
- **Robotic Surgery Center (B2B DM):** Davey/Silver.
- **Spine Center (Radio):** Hermes/Gold; Aster/Gold; Communicator/Silver; Davey/Silver.
- **Fibroid Center (Radio):** Hermes/Gold; HMR/Gold.
- **Cardiovascular Center (Radio):** MarCom/Platinum.
- **Cardiovascular Center (Metro):** Communicator/Silver.
- **Pelvic Floor Center (Radio):** Communicator/Silver.
- **Internal Marketing and Communications:** Hermes/Platinum; Aster/Gold; MarCom/Platinum; Davey/Silver.
- **New Movers (B2C DM):** Davey/Silver.