

TAMMY BOYD

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<https://www.linkedin.com/in/tammyboyd/>

Healthcare Executive

Engaging and innovative executive with more than twelve years of experience building brand positioning and advocating for industry growth in the healthcare sector. Proven ability to leverage marketing and sales expertise to generate new business, drive referrals, establish credibility with stakeholders and key industry leaders, and guide quality outcomes for diverse patient populations. Demonstrated history of delivering year over year growth of up to 20%, earning multiple honors, awards, conference speaker, and panelist invitations. Spearheaded transformation of startup company to nationally recognized brand through networking, travel, and relationship building. Highly skilled at navigating changing market trends, political landscape, regulations, and challenges to sustain brand reputations.

CORE COMPETENCIES/AREAS OF EXPERTISE

Thought Leadership | Sales & Marketing Strategy | Business Development & Transformation | Stakeholder Relations
Brand Positioning | Market Penetration | Account Management | Relationship Building | Executive Consulting |
Influencer Engagement | Property & Casualty Insurance | Government Relations | Public Speaking | Software as a Service
(SaaS | Request for Proposals (RFP) | Traumatic Brain & Spinal Cord Injuries | Physical Therapy & Neurorehabilitation |
Workers' Compensation

PROFESSIONAL EXPERIENCE

WORKERSCOMPENSATION.COM, Sarasota, FL

2020-2022

Head of Global Sales

Lead and coordinated all sales efforts with internal departments and responsible for identifying and closing business development opportunities while driving revenue growth by forming meaningful relationships with new and existing clients in the workers' compensation industry. Targeted top-tier and mid-market insurance carriers, TPA's, state funds, and self-insured employers for growth opportunities.

- Recognized sales leader on all product offering; meeting and exceeding all assigned sales quotas.
- Targeted Risk Managers, VP of Claims, and other key stakeholders to review claims management processes and streamline proficiencies with Insurtech, (SaaS) cloud-based solutions.
- Increased new revenue sales in Quarter 1 2022 by over 50% compared to Quarter 1 2021.
- Initiated new go-to market product development.
- Developed qualified pipeline of prospective clients with best-in-class CRM platform.

NEUROINTERNATIONAL, Sarasota, FL

2012-2019

Vice President of Business Development & Marketing

Spearheaded brand positioning, marketing strategy, partnership development, sales leadership, and growth initiatives for Center of Excellence serving individuals throughout the US with catastrophic and traumatic injuries. Developed marketing content and advertising campaigns for both traditional and digital channels. Negotiated contracts with top-tier providers, carriers, case management companies, third-party administrators, and other partners. Generated and managed leads, including referrals. Planned and executed exhibits for local, regional, and national events. Communicated with key decision makers to promote services and programs. Coached, mentored, and supervised team of seven.

- Traveled extensively across US to build and cultivate brand messaging and market position, representing organization at trade events, conferences, and symposia each year to establish company as an industry leader.
- Grew value of organization from \$4 million in revenue as a startup company to more than \$200 million private equity investment.
- Led transition of brand from local recognition to national positioning in the Workers' Compensation and TBI rehabilitation industries; developed network of stakeholders to drive growth and profitability.
- Earned recognition as face of NeuroInternational, collaborated internally with diverse team and building trust and credibility for organization with external parties.

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- Frequently requested as panelist or presenter for national industry events, leveraging expertise developed over career tenure.

NEURORESTORATIVE, Tampa, FL

2010–2012

Regional Director of Business Development

Drove strategic planning, business development, partner relations, and program marketing for provider of TBI rehabilitative services. Grew relationships with trauma-focused and rehabilitation facilities, Workers' Compensation carriers, and other stakeholders, including the VA and other public entities. Identified decision-makers and facilitated educational sessions to advise stakeholders of admissions requirements. Tracked and monitored leads. Conducted onsite visits and meetings.

- Guided team through internal transformation as company, originally Communicare, was purchased by a national provider and ensured effective integration of brand values for new organization.
- Launched national campaign to build social media awareness of brain injury, which increased awareness by 200% and generated \$10K in fundraising for Brain Injury Association of America.
- Gained support of local politicians, including Mayor of Tampa, military officers, and V.A. physicians to coordinate with Mayor's Office for proclamation of Brain Injury Awareness Day in Tampa.
- Sustained highest admission rate within organization with military veteran admissions within the region following contract and rollout of Assisted Living Pilot Program for Traumatic Brain Injuries with Department of Defense.

LIFEPATH HOSPICE, Tampa, FL

2008–2010

Account Manager

Developed and implemented strategic and integrated marketing plans to promote hospice and palliative care services for Joint Commission-accredited, community-based, nonprofit hospice serving more than 1700 patients. Collaborated with staff across divisions, including clinical and medical teams, case managers and social workers, spiritual advisors, partners, and vendors to monitor and improve patient care. Generated reports and prepared forecasts to ensure growth.

- Increased referrals from partners hospitals by nearly 60% in six months, securing new company record.
- Drove brand awareness and positioning of hospice in the market through community education initiatives, health fair participation, and conference engagement.
- Managed highest volume of accounts for territory while consistently exceeding monthly admission goals.

AWARDS & RECOGNITION

- 2021 American Marketing Association of Tampa Bay: Finalist, Non-Profit Marketing
- 2012 & 2017— Tampa Bay Business Journal Businesswoman of the Year Finalist
- 2016-2019 — WorkCompCentral Comp Laude Finalist
- 2017— WorkCompCentral Comp Laude People's Choice Finalist

COMMUNITY LEADERSHIP & SERVICE

Advisory Board Member—WorkCompCentral

Board of Directors—Kids' Chance of Florida

Committee Member—Workers' Compensation Institute (WCI)

Committee Member— Southern Association of Workers' Compensation Administrators (SAWCA)

EDUCATION

BACHELOR OF SCIENCE, ORGANIZATIONAL COMMUNICATION (MINOR IN MARKETING)

University of Utah—Salt Lake City, UT