



Louis J. DeGeorge III

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CORE COMPETENCIES

- **Strategic Planning:** *Business Plans, Budget, Resource Planning, Revenue Generating*
- **Project Management:** *Departmental Collaborations, Team Building, Leadership*
- **Business Development:** *Marketing, Strategic, Problem Solving, Customer Relations*
- **Leadership & Employee Development:** *Presentation Skills, Instructional Design, eLearning*

EXPERIENCE

Vice President Marketing & Business Development

February 2011- Present

The Rendon Group, Boston, MA

The Rendon Group (TRG) is a full service strategic marketing and media communications firm

DeGeorge Enterprises Inc.

December 2005 - Present

Consulting, Astra Dental, Bristol Myer and others

Manager, Training & Curriculum Development

JM Family Enterprises, Inc., Deerfield Beach, FL

Corporate Business Development

ePath Learning Inc., New London, CT

Integrated Marketing Manager

February 2009 – 2011

New England Cable News (NECN), Newton, MA

NECN, the nation's largest and most honored regional news network, brings outstanding news and specialty programming to more than 3.7 million homes throughout New England.

Director of Marketing Training & Education

February 2004 – January 2006

Northeast Energy Efficiency Partnership, Lexington, MA

Northeast Energy Efficiency Partnership is a non-profit organization with a mission to promoting and educating consumers in energy efficiency. Recruited to develop a training infrastructure, partnerships and alliances (New England Utility Companies (NSTAR, NGRID, Keyspan etc) U.S. Dept of Energy, and U.S. Dept of Education) to deliver training as a business model throughout the eight Northeastern States.

- ♦ Reduced cost by 30% and increased revenue by 50% through restructuring and renegotiating vendor contracts.
- ♦ Budget responsibility of \$1.7 million (55% of total company budget)
- ♦ Collaborated with senior leaders and business partners to develop strategies, guidelines and a business plan based on needs of partners and sponsors.

Director, Training & Organizational Development

January 1997 – December 2003

Harborside Healthcare Corporation, Boston, MA

Harborside Healthcare was one of the top 10 largest long-term care health providers in the United States, with annual revenue exceeds \$300 million with over 9000 employees. The Director of Training oversaw all training and education initiatives, strategic planning and corporate development, and served as a member of the Senior Executive Management Team, reporting to the CEO.

- ♦ Managed operating budget of \$3.1 million; and 14 regional training specialists.
- ♦ Increased regulatory compliance by 34% through the establishment of the first long term care online corporate university
- ♦ Saved over \$1.7 million dollars a year through the restructuring of the training department.
- ♦ Lowered employee turnover by 45% through the design of a Mentor Development Program.
- ♦ Increased Medicare billing revenue by 20% with the development a Medicare reimbursement training team and Helpdesk that help identify process changes and training needs.
- ♦ Responsible for regulatory mandated training for OSHA (Occupational Safety & Health Administration) JCAHO (Joint Commission on Accreditation of Healthcare Organizations) and state agency mandated training requirements.

President/Owner**February 1991 – January 1997**

International Training Corporation (ITC), North Canton, OH

Conceived, implemented and managed the overall operation, sales, marketing, management, and strategic development of a corporation, resulting in the company's positive financial performance and respect in the industry as a leader in training solutions.

- ♦ Designed an internationally recognized quality model and award-winning course for the integration of sales organizations into corporate TQM programs.
- ♦ Designed a strategic management program that was awarded "Best Product of the Year" in 1993 by *Human Resources Executive* magazine.
- ♦ Designed an "Effective Presentation Skills" program that was awarded "Best Product of the Year" in 1992 by *Human Resource Executive* magazine.

Major Clients included:

Bristol Myers Squibb, NJ
 Rubbermaid, Wooster, MA
 Smith & Nephew, NJ
 Bank One, Akron, OH

Met Life, NY, NY
 Babcock & Wilcox, Cleveland, OH
 UniFirst Corporation, Wilmington, MA
 Amana, Amana, IW

Manager, Sales Training**March 1986 – February 1991**

Data General Corporation, Westboro, MA (Merged with EMC Inc)

Account Executive/Assistant to CEO & Founder**April 1981 – March 1986**

Wang Laboratories, Lowell, MA

EDUCATION**BA, Liberal Arts**, University of Massachusetts, Lowell, MA, 1982**COMMUNITY SERVICE**

Empower Peace
 Women2Women
 Longwood Symphony Orchestra
 Woman's Lunch Place, Boston
 Pan Mass Challenge, Rider (2010)
 Board Member: Greater Boston American Society of Training & Development (2006-2008)
 Board of Trustee, University of Massachusetts at Lowell (1980-1982)