



## **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**

#### **Integrated Marketing Manager**

**February 2009 – Present**

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.*

- Responsible for development revenue
- Work as liaison between producers, news team, corporate clients and advertising agencies in developing marketing strategies.
- Product development and implementation

#### **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*

#### **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 based on distance learning tools such as web based conferencing; Internet based training, CBT training, and a LMS (learning management system).
- ♦ Saved over \$1.7 million dollars a year through the restructuring of the training department.
- ♦ Created over 40 different clinical eLearning courses, based on job specific needs.
- ♦ Lowered employee turnover by 45% through the design of a Mentor Development Program.
- ♦ Provided a cost-effective infrastructure that addressed a 24/7 operations, mandatory state and federal regulated training requirements, and addressed corporate strategic initiatives.
- ♦ 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**

Board Member: Greater Boston American Society of Training & Development (2006-2008)  
 Board of Trustee, University of Massachusetts at Lowell (1980-1982)