Anissa Raiford 727-215-4601 (C)

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SUMMARY OF QUALIFICATIONS

Decisive, high-energy professional administrator and senior manager recognized for the ability to manage high-end organizational initiatives and related projects. Strong work history reflects strength in developing and strategically moving an assortment of successful projects to fruition. Background demonstrates quality leadership experiences in business and association management. Competent in assessing situations and seeking out areas of maximum returns; adept at seeing the larger picture and executing resourcefulness that consistently improve the quality and life of the program and its participants. Acknowledged for an ability to forge partnerships in bringing together a wide variety of socioeconomic and cultural groups. Life-long history of community involvement and relationship building in various levels of business, civic, community and government organizations.

RELEVANT EXPERIENCES

Operations/Management and Strategic Planning/Quality Assurance

- Develop short & long-range strategic plans to play an instrumental leadership role in the launching of new services and programs working effectively with business leaders, government officials and involved physicians.
- Administer and oversee daily operations for respected organizations including such areas as management, supervision and leadership; responsibility for implementation of programs, services and quality
- Managed team made up of technical, skilled labor and clerical personnel including; hired, trained, disciplined and delegated staff to insure the most efficient and effective flow of product, effort and information

Program Development/Event Leadership/Fund Raising

- Produce hugely successful public relations events by bringing about joint initiatives and leveraging resources including the raising of significant funds for the medical association as well as for the PAC.
- Apply quality hands-on know-how to initiate and direct a wide variety of programs for the healthcare community, represent organizations and clients at conferences; participate at workshops and forums
- Utilizes legislative process to play important role in the passing of changes to health care reform.

Communications/Community Relations/Problem Solving

- Translated complex medical terminology into simple understandable language; provides effective direction and advice involving board management, benefit packages for physicians, negotiates with insurance companies on reimbursement for physicians
- Assists public with requests for referrals to physicians; organizes campaigns to provide school materials for homeless children all by employing persuasive and clear communication skills and an outgoing positive attitude to operate effectively in a very intense, fast paced and burdensome work environment

EMPLOYMENT HISTORY

Pinellas County Medical Association

Executive Director 2008 – Current Maderi Health Care Account Manager/Nurse 2004 – 2008
Palms of Pasadena Floor Nurse/Med/Surg Floor 1999 -- 2004
Freedom Square Nurse Administrator 1994 - 1999

EDUCATION

St. Petersburg College Curriculum Business Management 2000 PETCH/SPC Certificate Public Management/Nursing 1994