

MARTA J. BROOKS, PharmD, MS

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An accomplished healthcare professional and dynamic leader with an enthusiastic, results-oriented approach. A successful career in academia of recent as well as private and public corporate environments. Corporate accomplishments include building a notable track record in diverse areas of expertise, including healthcare professional and patient communications, scientific content, research dissemination, strategic planning, financial management, marketing/branding and operational leadership. A motivated individual with excellent communication, presentation, organizational, and interpersonal skills that is able to listen effectively. Skilled at healthcare communications, relationship management, talent engagement and resultant business growth. A proven record of supporting, coaching and training staff to achieve mutual goals.

SUMMARY OF QUALIFICATIONS

- **Strategic Oversight and Management**
 - Builds strong and mutually beneficial relationships that drive value via regular business presentations and active collaboration/problem solving
 - Annual strategic business planning and ongoing direction targeting key operational, fiscal, and staff performance metrics
 - Trend monitoring for innovation and differentiation in a competitive healthcare education and communications environment
- **Leadership and Mentoring**
 - Demonstrated leadership qualities and the ability to manage change within an organization
 - Mentoring staff members throughout career and their first line management posts; coaching, developing and supporting staff through work/people challenges
 - Training team members regarding setting objectives and conducting appraisals; team leadership; motivating staff; recruitment and selection
 - Driven to excellence with most recent pursuit a Masters in Policy and Regulation
- **Communication**
 - Excellent written and verbal communication skills, with the ability to communicate subject material to stakeholders of mixed abilities and diverse backgrounds
 - Effective at establishing and maintaining positive relationships with fellow professionals, executives, and multidisciplinary healthcare providers
 - Demonstrated customer service orientation with clients, physicians, and other healthcare professionals
- **Financial Performance**
 - Proven P&L track record with year over year growth ($\geq 7\%$) and meeting/exceeding financial performance objectives in a customer relationship driven healthcare setting
 - Decision making regarding departmental budgets, contracting, and staff recruitment
- **Experience**
 - Spectrum of progressive roles with increasing accountability and responsibility
 - Diverse educational/practice setting background including pharmacy practice (retail and hospital), academia, corporate (small business and publically traded), regulatory, and healthcare education

Demonstrated Performance through Empowered and Engaged Teams

Regis University, Rueckert-Hartman College of Health Professions, School of Pharmacy - Jesuit Catholic Institution of higher education

Chair | Associate Professor, Department of Pharmacy Practice Denver, CO (11/15 – Present)

- Provide leadership in all departmental activities including teaching, scholarship and service
- Advocate on behalf of faculty to the Dean and the Executive Committee regarding departmental or individual faculty needs with respect to space, finances, time, scholarship, and personnel resources
- Provide strategic direction for pharmacy practice, administrative, and clinical sciences education in the School of Pharmacy
- Assist the school in developing and maintaining a curriculum to meet the current and future needs of the profession and the guidelines of the Accreditation Council for Pharmacy Education
- Mentor departmental faculty and students

ProEd Communications Inc., An Omnicom Group Inc. Company—Leading publically held Healthcare Education and Communications Company servicing the pharmaceutical, device, nutrition, and biotechnology industries

President Beachwood, OH (10/07 – 08/15)

- Responsible for P&L (over \$11.7 million total sales; staff of 65), meeting yearly business objectives, and staff management (resource allocation, training, performance evaluation, mentoring)
 - Achieved 7.8% growth year ending 2013. 7% growth year ending 2012; year over year growth since 2010
- At hire, led effective change management strategy to take a severely morale-depleted and non-collaborative organization to a high-functioning and growing team
- Lead a multidisciplinary team of professionals (advanced degree scientists, editors, account and project management, consultants, and finance) across two service lines and three divisions: publication planning/healthcare communications (staff of 45, revenue: ~\$7.0M) and regulatory communications division (staff of 20, revenue: \$4.7M)
- Develop new products and unique interactive offerings to differentiate organization. Lead integrated teams that establish new business processes (continuous quality improvement), advanced a new corporate branding/positioning as well as a new suite of digital/technology communication solutions
- Collaborate with multidisciplinary customer teams (basic research scientists, clinical practitioners, pharmaceutical medical affairs, regulatory, statisticians, access/reimbursement and marketing professionals as appropriate) to develop , regulatory communications, and business strategy for multiple compounds

Centeon Management Group companies—privately held Healthcare Education and Communications Network servicing the pharmaceutical industry

Genesis Healthcare

President Bridgewater, NJ (9/04 – 9/07)

Embryon Inc,

Senior Vice President / Department Head, Scientific Affairs Somerville, NJ (6/97 - 9/04)

Senior Vice President, Account Management
 Vice President / Department Head, Program Management
 Director, Program Development

- At Genesis Healthcare, responsible for P&L (over \$9.0 million total sales; staff of 70), business growth (exceeded forecast by 6% in 2005, 20% in 2006), meeting yearly business objectives, and staff management (resource allocation, training, performance evaluation, etc.)
- Member of the Centeon Executive Board responsible for guiding corporate vision, managing cross-company business structure and business development.
- Asked to take over Scientific Affairs department and drive it to the strategic and scientific entity desired. Results included:
 - Creation of three lines functions: editorial management, desktop publishing, information resource center
 - Grew the staff by ≈500% (7→34) overseeing \$2.4 million in manpower with a high retention rate
 - Increased publication planning capabilities and business by 3-fold
- Actively drive strategic and tactical enhancements of a proprietary publication planning database with web interface as well as manage development and execution of multi-indication publication plans.
- Successfully built the program management department including: recruitment, hiring, and management of ten personnel with 100% retention rate and development of standard operating procedures.

Health Learning Systems (HLSCORP), a WPP Company —publically held Medical Education and Communications Company servicing the pharmaceutical industry

Vice President, Professional Relations

Little Falls, NJ (1/96 - 6/97)

- Spearheaded strategic planning and directed medical education content and sales training teams for a unique product launch for Campbell Soup Company: Intelligent Quisine (a nutrition therapy intervention program). Activities included creation of educational and promotional materials that directly met the strategic needs of the client. Directed medical education pre-launch activities for a novel anti-obesity agent: Meridia®

Applied Clinical Communications, Inc. —privately held Healthcare Education and Communications Company servicing the pharmaceutical industry

Associate Medical Director

Parsippany, NJ (8/93 – 1/96)

Assistant Medical Director
Medical Associate

- Built a progressive career path with this full-service medical education and communications company, with responsibility for scientific integrity and technical accuracy within the planning and execution of medical education and communication programs. Continuing Education administrator for ACPE accredited programs.

Additional Professional Experience

Community/hospital/clinical pharmacist in Connecticut, Virginia, Texas, and New Jersey (6/87-8/96)

Academic Degrees and Post-Graduate Training

The University of Florida, Gainesville, FL

Master of Science in Pharmaceutical Outcomes & Policy, Pharmacy Regulation & Policy concentration, December 2014

The Audie L. Murphy Memorial Veterans' Hospital/The University of Texas Health Science Center, San Antonio, TX (7/92 – 7/93)

Postdoctoral Nutritional Support Clinical Pharmacy Resident and Clinical Instructor, College of Pharmacy

- Provided nutrition support consulting as a clinical pharmacist member of a multidisciplinary team.
- Teaching included continuing education seminars to faculty, postdoctoral and doctoral students; clinical and didactic instruction of doctorate and B.S. pharmacy students; and pharmacotherapy lectures to staff physicians.

The University of Texas at Austin / Health Science Center, San Antonio, TX

Doctor of Pharmacy, June 1992

Virginia Commonwealth University Health System (formerly Medical College of Virginia Hospitals), Richmond, VA (7/88 – 6/89)

ASHP Accredited General Hospital Pharmacy Residency

The University of Connecticut, Storrs, CT

Bachelor of Science in Pharmacy, May 1987

Bachelor of Science in Nutritional Sciences, December 1987

Teaching Responsibilities

Spring 2018

PHRM 707 – Integrated Pharmacotherapy 7, Instructor (4 credits)

- Osteoarthritis - 2 hours

PHRM 726 – Professional Development 2, Instructor and Course Director (1 credit)

PHRM 743 – Faith, Spirituality & Culture in Health Care, Instructor (3 credits)

Fall 2017

PHRM 702 – Integrated Pharmacotherapy 2, Instructor (4 credits)

- Obesity - 4 hours

PHRM 725 – Professional Development 1, Instructor and Course Director (1 credit)

PHRM 732 – Leadership and Management, Instructor (3 credits)

- Basic Accounting - 3 hours
- Justifying and Planning Patient Care Services – 3 hours

Spring 2017

PHRM 707 – Integrated Pharmacotherapy 7, Instructor (4 credits)

- Osteoarthritis - 2 hours

PHRM 743 – Faith, Spirituality & Culture in Health Care, Instructor (3 credits)

PHRM 797 – Introduction to Pharmaceutical Industry: From Bench to Bedside, Instructor and Course Director (Elective-1 credit)

PHRM 772 – Drugs of Abuse, Instructor (3 credits)

- Opioid Misuse, Abuse, and Overdose – 3 hours

PHRM Pharmacogenomics (3 credits)

- Ethical, legal, and social issues related to pharmacogenomics – 3 hours

Fall 2016

PHRM 702 – Integrated Pharmacotherapy 2, Instructor (4 credits)

- Obesity - 4 hours

PHRM 732 – Leadership and Management, Instructor (3 credits)

- Basic Accounting - 3 hours
- Justifying and Planning Patient Care Services – 3 hours

Spring 2016, 8W2

IHCE 742 DH40 and IHCE 709 DP41 – Interprofessional Health Care Ethics Courses-Foundations of Professional Character and Ethical Practice, Instructor (3 credits)

Publications and Presentations

PUBLICATIONS AND BOOKS

Brooks, MJ and Nelson MHN. A preliminary model for faculty workload for a highly integrated curriculum delivered by team-based learning. *Currents in Pharmacy Teaching and Learning*; August 2018 in press available online: <https://doi.org/10.1016/j.cptl.2018.07.012>.

Brooks MJ, Holm SE, Thomas S, Rich AJ. Addressing Opioid Misuse and Abuse through Interprofessional Engagement and Education. *The Internet Journal of Allied Health Sciences and Practice*. 2017 Dec 22;16(1), Article 9.

Ricchetti C, Brooks M. The cost burden of indecision. *American Association of Colleges of Pharmacy Pharmacy Practice Summer 2017 Newsletter*. July 2017; 19-20.

Brooks MJ. Mitigating the Safety Risks of Drugs with a Focus on Opioids: Are Risk Evaluation and Mitigation Strategies the Answer? *Mayo Clin Proc*. 2014;89(12):1673-84.

Lipnicki R, Brooks MJ. Value-Added Services: Value or Just Added? *Pharmaceutical Executive* 1995;15:50-54.

Brooks MJ and Melnik G. The Refeeding Syndrome: A Preventable Complication of Nutritional Support. *Pharmacotherapy* 1995;15:713-26.

Melnik G, Brooks MJ, Torosian MH. *Total Parenteral Nutrition Solutions*. In: Torosian MH ed. *Nutrition for the Hospitalized Patient: Basic Science and Principles of Practice*. New York, NY: Marcel Dekker, 1995:271-92.

Brooks MJ. *Omega-3 fatty acids and nutritional support*. In: Page CP, Melnik G, Hardin T, eds. *Nutritional Assessment and Support: A Primer*, 2nd edition. Baltimore, MD: Williams & Wilkins, 1994.

PRESENTATIONS

Brooks MJ, Holm S, Rich A, Feltman C, Thomas SM. Promoting Change in Interprofessional Socialization and Valuing through Roundtable Discussions on Opioid Misuse and Abuse. American Association of Colleges of Pharmacy (AACP) Annual Meeting July 21-25, 2018. Sheraton Boston Hotel. Boston, MA.

Fete M, Brooks MJ. Regis Pharmaceutical Sciences and Pharmacy Practice Faculty: Men and Women in Service of Our Students. American Association of Colleges of Pharmacy (AACP) Annual Meeting July 21-25, 2018. Sheraton Boston Hotel. Boston, MA.

Brooks M, Holm S, Thomas S, Rich A. Addressing Opioid Misuse and Abuse through Interdisciplinary Intervention. APTA. Denver, CO; June 2018.

Holm S, Thomas S, Rich A, Brooks, M, Feltman, C. Interprofessional Education (IPE) through a Healthcare Discussion to Understand Opioid Use, Misuse and Abuse. AOTA, April 2018

3rd Annual Interprofessional Healthcare Discussion: Understanding Opioid Misuse, Abuse, and Our Patients. Panel Discussion Held at Rueckert-Hartman College for Health Professions, Regis University, Denver, CO; February 15, 2018.

Brooks M, Holm S, Thomas S, Rich A. Addressing Opioid Misuse and Abuse through Interdisciplinary Intervention. Focused Discussion at the Seventh International Conference on Health, Wellness, and Society and the Health, Wellness and Society Research Network Meeting. Denver, CO; October 2017.

Brooks MJ. Facilitating Interprofessional Discourse through Opioid Misuse/Abuse Education. Roundtable Session at the American Association of Colleges of Pharmacy Annual Meeting. Nashville, TN; July 2017.

2nd Annual Interprofessional Healthcare Discussion: Understanding Opioid Misuse, Abuse, and Our Patients. Panel Discussion Held at Rueckert-Hartman College for Health Professions, Regis University, Denver, CO; February 2017.

1st Annual Interprofessional Healthcare Discussion: Understanding Opioid Misuse, Abuse, and Our Patients. Panel Discussion Held at Rueckert-Hartman College for Health Professions, Regis University, Denver, CO; April 2016.

The Refeeding Syndrome: Are We Killing Them With Kindness? Invited presentation to the Cascade Society of Parenteral and Enteral Nutrition; Seaside, Oregon; October 1994.

IV Lipids as Drug Delivery Vehicles: Pharmacology and Nutrition Considerations. Invited presentation to the Cascade Society of Parenteral and Enteral Nutrition; Seaside, Oregon; October 1994.

IV Lipids as Drug Delivery Vehicles: Pharmacology and Nutrition Considerations. Invited presentation to the American Society for Parenteral and Enteral Nutrition; San Antonio, Texas; January 1994.

The Refeeding Syndrome: Are We Killing Them With Kindness? Invited presentation to the Alamo Area Society for Parenteral and Enteral Nutrition; San Antonio, Texas; June 1993.

Enteral Nutrition in the Cancer Patient. Pharmacy and Nursing seminar. I.V. Solutions, Ltd; San Antonio, Texas; June 1993.

The Refeeding Syndrome: Are We Killing Them With Kindness? Dietetic Service Seminar. Audie L. Murphy Memorial Veterans' Hospital; San Antonio, Texas; May 1993.

The Refeeding Syndrome: Are We Killing Them With Kindness? Resident Rounds. The University of Texas Health Science Center at San Antonio; San Antonio, Texas; October 1992.

Adult Parenteral Nutrition. Lecture to Doctor of Pharmacy students. The University of Texas Health Science Center at San Antonio; San Antonio, Texas; September 1992.

Parenteral Lipid Administration: Friend or Foe? Resident Rounds. The University of Texas Health Science Center at San Antonio; San Antonio, Texas; April 1992.

Parenteral Lipid Administration and Immune Function. Nutrition Support Seminar. Audie L. Murphy Memorial Veterans' Hospital; San Antonio, Texas; November 1991.

Hematopoietic Growth Factors: Their Role in Pediatrics. Central Texas Medical Foundation Pediatric Noon Conference. Children's Hospital of Austin; Austin, Texas; October 1991.

Octreotide Acetate: Its Use in Acute Gastrointestinal Graft versus Host Disease. Mini-Resident Rounds. The University of Texas Health Science Center at San Antonio; San Antonio, Texas; August 1991.

Management of Chemotherapy-Induced Nausea and Vomiting. Physician inservice seminar. Audie L. Murphy Memorial Veterans' Hospital; San Antonio, Texas; July 1991.

Pathogenesis and Pharmacologic Management of Tuberculosis. Nursing inservice seminar. Audie L. Murphy Memorial Veterans' Hospital; San Antonio, Texas; July 1991.

Development of an Interdisciplinary Course Curriculum in Nutrition for Future Pharmacy Practitioners. ASHP Poster Presentation. ASHP Midyear Clinical Meeting; Atlanta, Georgia; December 1989.

The Pharmacology of Cardiovascular Agents used in ACLS. Advanced Cardiac Life Support lecture. William W. Backus Hospital; Norwich, Connecticut; October, November 1989; April 1990.

The Pharmacology and Clinical Applications of Angiotensin-Converting Enzyme Inhibitors. MCVH Pharmacy Continuing Education seminar. Medical College of Virginia Hospitals, Virginia Commonwealth University; Richmond, Virginia; June 1989.

Nutrition in the Ambulatory Patient. MCVH Ambulatory Care pharmacy conference. Medical College of Virginia Hospitals, Virginia Commonwealth University; Richmond, Virginia; November 1988.

Home Total Parenteral Nutrition in the Cancer Patient. Community Pharmacy Externship seminar, The University of Connecticut; Storrs, Connecticut; November 1986.

University / College / Community Service

2018-2019	Leadership Institute	Coach
2018-2019	Faculty Assembly	Chair
2017-2018	School of Pharmacy Psychiatry Pharmacy Practice, Search Committee	Hiring Manager
2017-2018	Leadership Institute	Participant Leader
2017-2018	Faculty Assembly	Chair-elect
2017-2018	Department of Pharmaceutical Sciences Chair, Search Committee	Member
2016-2017	Regis University Mentoring Program	Mentee
2016-2017	Sophomore IN Mentoring Program	Mentor to Magali Martinez Chair, 2018-2019
2016 to present	RHCHP Council for Research and Scholarship	Chair, 2017-2018 Member
2016	RHCHP Cultural Intelligence Core Team Training (Feb 15, Mar 7 Apr 5 2016)	Member
2016	Habitat for Humanity in Metro Denver build day, Denver, CO	Participant
2016	School of Pharmacy Lab Director, Search Committee	Chair
2016	School of Pharmacy Oncology Pharmacy Practice, Search Committee	Hiring Manager
2015 to present	School of Pharmacy Experiential Advisory Committee	Ad Hoc Member
2015 to present	School of Pharmacy Faculty Affairs Committee	Ex Officio Member
2015 to present	School of Pharmacy Curriculum Committee	Ex Officio Member
2015 to present	School of Pharmacy Executive Committee	Member

Professional Service

January 2016, reviewer, Drugs-Real World Outcomes (REMS article entitled: "Survey of Physicians' Understanding of Specific Risks Associated with Retigabine".)

April 2015, reviewer, Drugs-Real World Outcomes (European Survey of Prescriber Understanding of Risks Associated with Retigabine and Physician and Pharmacist Understanding of the Risk of Urinary Retention with Retigabine (Ezogabine): A REMS Assessment Survey)

Professional / Community Affiliations and Certifications

American Association of Colleges of Pharmacy
 American Society of Health-System Pharmacists
 Colorado Consortium for Prescription Drug Abuse Prevention
Prescription Drug Monitoring Program Workgroup
PDMP Speakers' Bureau, 2015-present
Provider Education Workgroup
Public Awareness Workgroup
 Team-based Learning Collaborative
Finance Committee
Marketing Committee

Licensure

Licenses: CT, VA, TX and NJ State Boards of Pharmacy; seeking CO licensure