

# Judy Alexander

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## Objective

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A communications/change management challenge, preferably in technology or healthcare.

## Education

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MBA, Graduate School of Management, University of California at Irvine, March 1984. BA in Social Ecology, University of California, Irvine, June 1981. GPA 3.8. Phi Beta Kappa, graduated Summa Cum Laude. Foreign Exchange Student, Finland. Former Toastmasters member.

## Work Experience

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**UC Irvine Healthcare**  
**EMR Communications/Change Management for Information Services**  
**June 2011 - present**

Encourage patient **engagement** and physician and staff **adoption** of the electronic medical record (EMR) system in both inpatient and ambulatory settings by designing and implementing **strategic communications plans** involving multiple modes of communication: emails, videos, PowerPoint presentations, web design and content, photography, Captivate software demonstrations, posters, and brochures. Special emphasis on explaining and publicizing the patient portal, ePrescribe, Secure Health Messaging, and an innovative in-house nursing informatics recruiting and training program. Repeatedly demonstrate **ability to translate complex clinical and technical information** into a layperson's terms. Develop messaging encouraging others to **embrace operational changes** associated with the EMR implementation. Direct reporting to Chief Information Officer (CIO). Liaison with the marketing department. Partner closely with the chief medical information officer, EMR project managers, training department, and nurse and physician sponsors. Success was tangible, because with each rollout of the next stage of the EMR

software, we met government “Meaningful Use” requirements, resulting in the collection of millions of dollars of incentive payments.

Projects include:

- Patient Portal
- Intranet site
- Mobile MD
- Clinician Portal
- Recruitment of nurses into information technology
- Order Sets
- Ambulatory activations, including speech technology
- Inpatient activations, including barcode medication administration
- Ophthalmology activation
- ICD-10

### **Toyota Motor Sales**

#### **Communications/Education Specialist for Information Systems Security**

**February 2010 – April 2011**

My duties included:

- Write **content and HTML** for an Intranet page about practicing information security at home (safe use of cell phones, wireless networks, home computing, online shopping, and Facebook).
- Create 12-month **education/communications plan**.
- Prepare **PowerPoint** presentations that explained emerging technologies to upper-level managers in an engaging manner, with creative graphics that build in complexity.
- Create executive summaries and visually engaging diagrams and tables to include in printed requests for **project funding**.
- Assist with brainstorming, revision, and presentation of the department's **five-year strategic plan**.
- Design and maintain the department's monthly status reports in **dashboard** format.
- Assist with a **proposal for greater collaboration** among information security counterparts in other Toyota facilities within North America.
- Review information security **education program** provided by an outside vendor.
- Write verbal **announcements** for bi-weekly department meetings.
- Create and maintain postings for a physical "wall" to highlight the **team's accomplishments**.
- Establish and maintain a Microsoft **SharePoint** website to share department documents and announcements with decision-makers.
- Create **skit** for presentation at all-hands meeting regarding the importance of information classification.
- Increase employee engagement by taking **photos and video** at fun gatherings (department luncheons) and creating slideshows for presentation at all-hands meetings.

- Arrange for improved communications and camaraderie within the department by arranging for birthday celebrations and **fun activities** at staff meetings.

Tangible results include:

- **Increased compliance** among IT employees with classification policy.
- Request from the chief information officer to move our department to his building to **serve as in-house advisors** and more strongly shape the direction of the information technology division.
- **Funding approved** for major initiatives.
- Invitation to department head to **attend and present monthly reports at IT governance meetings**, based on positive reception for the newly created monthly information security dashboards.

#### **Judith Alexander & Associates**

##### **Corporate Communications/Public Relations/Web Design**

**1986 - present**

Web content, electronic and print newsletters, search-engine optimized (SEO) web articles, brochures, feature articles, photography, speech writing, and news release copy for corporate clients, with a special emphasis on translating technical information into copy that engages and informs a non-technical audience. Recent examples include **data sheets** and **web pages** for FICO's risk-management software and annual conference, **brochure copy** for Tech Bridge West (consulting firm that helps innovators launch technology-based solutions), web content about IT consulting for ZTNet Solutions, and **internal communications** web content, video script, and CEO speech for Powerwave Technologies (wireless communications solutions). Bylined **articles** published in *Rehab Management*, *Home Health Care Dealer*, *Orange County Business Journal*, and *Los Angeles Business Journal*. Ghostwritten articles published in *Security Management*, *Bottomline*, and *Roads & Bridges*. Additional clients include Woodwork Creations, Furon, **Newport Corporation**, AST, Parker, FileNet Corporation, Huck, Odetics, Tokos, Toshiba, The All American Gourmet Company, Cimco, Dean Worldwide, Martin Paddock & Boyle Accounting, and Micro D, as well as the advertising/PR firms of Lee Oliver, David, James & Roberts, Priscomm, Graphix, and Hilary Kaye. Pro bono work includes working as a photographer at church and radio interview host at KUCI 88.9 FM.

#### **Concordia University, Irvine**

##### **Adjunct Professor (Public Relations, Creative Writing)**

**Fall 2005, 2006, 2007**

Adjunct instructor for **Studies in Public Relations** (Com 422), 16-week course, 35 students. Guided students in producing a PR portfolio of writing samples (press release, crisis-management letter, fact sheet, public service announcement) and major team projects (press kit and PR campaign) for real-life clients. Adjunct instructor for Writing for Children and Teens (WRT 324-1), 16-week course, 13 students. Directed students in preparing a portfolio of varied stories, reading and researching children's authors, and tapping creativity. Arranged for guest speakers. Student evaluations were very favorable.

**ACC Capital Holdings (Ameriquest)**

**Content Management Writer II**

**November 2005 to March 2007**

Content writing, photography and editing for a highly productive corporate communications team that provided **editorial** and print services, Intranet and online services, internal marketing, external communications, community outreach, and **support for the organizational development group** by publicizing and enrolling employees in its leadership training, town hall meetings, and customer service program. Played a strong role in the **relaunch of the Intranet**, a months-long process of **interviewing executives** to gather content, maintaining a **project calendar**, meeting with **IT** to coordinate back-end activities, and creating a **marketing plan** to encourage employee use of the new Intranet. After the launch, used OpenCms, HTML, and Dreamweaver to post fresh content and maintain an online employee Q&A board. Also conducted interviews and wrote articles for a printed bi-monthly newsmagazine and bi-weekly e-newsletter. Prepared **talking points** for management delivery of employee-appreciation awards. Assisted with **PowerPoint** presentations of departmental projects and results.

**Gateway**

**Web Content Writer**

**November 2004 - May 2005**

**Content writing** and editing for both consumer and professional segment pages of the Gateway web site ([www.gateway.com](http://www.gateway.com)), as well as **e-newsletters**. Coordinated assignments using MS Project. Assisted with wireframes for redesigned sites and A/B testing of new landing pages.

**Fluor Corporation**

**Marketing Communications Specialist, Information Technology Department**

**July 1998 - May 2004**

Project management for all communications in the IT department. Prepared annual marketing communications **plan**; pitched **articles** to corporate communications; designed and maintained IT **Intranet** site using Dreamweaver, HTML, Flash, Photoshop, and JavaScript; prepared monthly **8-page newsletter** for IT employees by generating article ideas, conducting interviews, writing and editing, taking digital photos and manipulating images using Photoshop, doing layout using PageMaker, and converting the file to PDF and sending as attachment in a broadcast email; participated as member of a **change management/communications** team (design, write, and release a twice-a-month electronic newsletter based on guest speakers' presentations); headed an **event planning team** for an annual fun event designed to increase employee involvement with other teams within the shared services group. Event planning includes choosing a theme, arranging for a full lunch, soliciting teams to sponsor booths, designing and posting posters, soliciting local businesses and vendors for raffle prize donations, releasing email announcements, and requesting management involvement in food service, booth and dessert judging, and raffle prize announcing.

**American Datacom  
Marketing Coordinator  
December 1987 - July 1988**

New product **research** and introduction, **public relations**, and feature article **writing** for a telecommunications/credit retrieval terminal manufacturer with both domestic and international sales.

**Computer Skills**

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Microsoft Office Suite, Adobe Premiere video editing, Adobe Captivate electronic learning software, Photoshop, Dreamweaver, HTML, content management system, Microsoft SharePoint, Adobe Audition, Adobe Lightroom, Adobe Bridge, Adobe InDesign, Adobe Illustrator, and Adobe Acrobat.

**Reference**

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