

# BONNIE BIZZELL

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## SUMMARY

Authentic leader and compassionate patient-centered healthcare strategist leveraging an MBA, MEd, and 15+ years of practical experience to translate unique vision into reality with measurable outcomes. Leads leaders, builds partnerships, aligns cross-functional teams, and empowers stakeholders at every level for scalable, sustainable success. Champion for inclusion, cultural relevance, and health equity principles.

## SKILLS

Strategic Planning • Cross-Enterprise Alignment • Creative Problem-Solving • Training & Development • Workplace Culture • Data Analysis & Synthesis • Program Development • Project Management • Change Management • Continuous Improvement • Performance KPIs • Lean & 5S Principles • Resource Flow & Planning • Vendor Management • Executive Influence • Community Outreach • Coalition Building • Partnership Development • Impactful Communications • Marketing • Public Relations

## EXPERIENCE

### **Owner**

**BOANN | Bonnie B LLC**

**April 2022 - Present, Seattle WA**

- Create custom public-use healthcare and deathcare tools to empower individuals in decision-making, ensuring accessible, culturally relevant, and equity-focused content.
- Develop engaging content for senior living, healthcare, and nonprofit organizations, including up to 12 blogs and over 75 social media posts per month.
- Review and revise client's national presentation materials for engagement, design, and relatability; provide executive coaching on presenting for high audience participation.
- Produce feasibility reports for new service expansion, integrating stakeholder feedback and resource mapping to align with strategic goals.

### **Interim Executive Director**

**People's Memorial Association**

**December 2022 - June 2023, Seattle WA**

- Guided staff, board, and volunteers through organizational transition, aligning resources and maintaining service delivery without disruption.
- Negotiated vendor contract renewals with 20+ funeral services providers statewide to improve quality, access, and partnership terms.
- Standardized assistance grant program, delivering timely relief for 40+ families, embedding DEI principles in eligibility and outreach.
- Managed logistics, content, and stakeholder engagement for virtual annual member meeting with 150+ attendees, ensuring inclusive representation

### **CODA Patient Advisory Chair & Executive Committee Member**

**CERTAIN Research Collaborative (at University of Washington)**

**December 2014 – December 2021, Seattle WA**

- Championed development of patient-centered research protocols for \$12.9M clinical trial, embedding patient and caregiver perspectives into study design, materials, and communications.

- Led advocacy insight integration through multi-phase engagement, advisory boards, and workshops to shape trial execution.
- Co- or collaboratively authored peer-reviewed papers in journals including JAMA Surgery, New England Journal of Medicine, and BMJ Open; publicly represented CODA in news stories and at conferences.

### **Assistant Director (Community) | Program Manager, Honoring Choices Pacific Northwest**

**Washington State Hospital Association**

**May 2016 – November 2021, Seattle WA**

- Directed statewide initiatives to align hospital policies with emerging healthcare standards, empowering cross-sector collaboration and elevating performance improvements across diverse communities.
- Developed advocacy engagement models for 15+ health systems and 10+ community programs, increasing partner self-sufficiency.
- Created new market-specific products, materials, curricula, and tools for higher engagement, responsiveness, and adaptability.
- Elevated brand reputation to an international level, more than doubling global social media reach and positioning program as a leader in advance care planning.
- Shifted the paradigm around challenging discussions through innovative programming and messaging; lead inclusivity efforts including drafting Black Lives Matter response and instituting alt-text for all social media.
- Commended in 2018 by national leaders in advance care planning for our collaborative, person-centered programming.

### **Site Manager**

**Pearson**

**February 2003 – May 2016, Auburn & Kent WA | San Juan PR**

- Oversaw finance, budgeting, policy development and implementation, workplace culture, staffing, training, and annual professional development for local employees
- Managed leader-of-leaders structure, overseeing cross-functional teams of up to 15 direct reports and 300+ seasonal staff to achieve 90%+ satisfaction ratings.
- Applied Lean, 5S, and quality assurance processes to optimize workflows, achieving \$17K in cost savings.
- Developed Key Performance Indicators tracking systems for staff performance and program success, informing real-time adjustments to improve outcomes.
- Advised human resources teams on performance management, led employee engagement initiatives, and provided mentorship for women into leadership positions.

### **Education**

#### **Master of Education**

Seattle Pacific University • Seattle WA

#### **Master of Business Administration**

University of Washington • Tacoma WA

#### **Bachelor of Arts, English | Bachelor of Fine Arts, Theatre Studies**

University of Texas at Austin • Austin TX