

BONNIE BIZZELL

📍 Washington, United States ✉ bizzellb@gmail.com ☎ 206-239-8049 🌐 in/bonniebizzell 🌐 www.bonnie-bizzell.com

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

Leadership

Strategic Planning
Impactful Communications
Cross-Enterprise Alignment
Creative Problem-Solving
Training & Development
Workplace Culture

Operations

Program Development
Project Management
Change Management
Continuous Improvement
Performance KPIs
Lean & 5S Principles
Resource Flow & Planning
Vendor Management

Relationship Management

Executive Influence
Community Outreach
Coalition Building
Partnership Development

Business Development

Data Analysis & Synthesis
Brand Awareness
Marketing
Public Relations

EXPERIENCE

Owner

BOANN | Bonnie B LLC

Apr. 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

Dec. 2022 – Jun. 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, incorporating 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 (University of Washington)

Dec. 2014 – Dec. 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 – Nov. 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.

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- 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

Feb. 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.

HIGHLIGHTS

Thought Leadership

Expanding treatment options for appendicitis

[Ivanhoe Broadcast News on March 31, 2021](#)

High-Impact Communications

Changing how people talk about end of life

[Honoring Choices Pacific Northwest PSA: ACP Social: Little Things](#)

Workplace Culture

Building positive and productive teams and sites

[Pearson Kent PSC Team Building: Hamilton Parody](#)

Change Management

Repositioning in evolving circumstances

[Respecting Choices Webinar: Virtual Advance Care Planning](#)

COMMUNITY LEADERSHIP

Treasurer, Board of Directors

HealthAdvocateX

Mar. 2020 – Dec. 2023, Seattle WA

- Health advocacy non-profit with the purpose of helping every person get deserving care.

Communication & Resolution Program Panel Member

Foundation for Healthcare Quality

Sep. 2013 – Dec. 2022, Seattle WA

- Patient-centered review when care goes wrong for timely, compassionate dialogue.

Family Advocate

University of Washington Medical Center

February 2007 – December 2018, Seattle WA

- Council to improve inpatient care for everyone at top-ranked medical school.

EDUCATION

Master of Education

Seattle Pacific University, Seattle WA

Master of Business Administration

University of Washington, Tacoma WA

Bachelor of Arts, English

University of Texas at Austin, Austin TX

Bachelor of Fine Arts, Theatre Studies

University of Texas at Austin, Austin TX