

## Patricia R. Coleman, MBA

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### CHIEF EXECUTIVE OFFICER

Collaborative Leadership - Business Development - Consulting - Human Resources  
Operational Efficiencies - Process Improvement - Policy & Procedure Development - Mentoring & Training

Senior-level executive with over fifteen years of success. Maximizes revenue, operations functionality, and profit margins by creating efficient procedures and processes, reconstructing ineffective systems, and leading profit and sales efforts. Achieves consulting excellence by monitoring improvement opportunities, leveraging supporting resources, and establishing results-focused objectives and timetables. Consistently delivers successful outcomes during times of crisis and uncertainty within the most challenging environments.

Serves as a trusted advisor and consultant to senior executives, board, management teams, organizational partners, and relevant staff. Inspires the identification of hidden opportunities and the implementation of innovative solutions by collaborating with key stakeholders. Strategically transforms underperforming individuals and groups into dedicated teams driven to provide valuable services, achieve aggressive goals, and support clientele. Competencies include:

- Global Sales Operations
- Diversity, Equity, & Inclusion
- Risk Assessment & Management
- Communication of Brand, Mission, & Focus
- Leadership Development
- Strategic Planning & Alliances
- Project Management & Implementation
- Expenditure Reduction & Budget Evaluation

### CAREER SYNOPSIS

#### **Behavioral Health Response, Inc. (BHR), St. Louis, MO** 2000-Present

A non-profit corporation providing accessible mental health services and crisis support to the community.

##### **PRESIDENT & CHIEF EXECUTIVE OFFICER** (2012-Present)

Serves as the public face and chief communicator for the organization, advises and oversees 200+ staff, and maintains full responsibility for \$12.5 million in revenue. Oversees department leaders including the Director of Human Resources, COO, CCO, and Account Services team. Leads the development of short- and long-term strategies with the board and key stakeholders, implementing the vision, mission, and values across the organization. Manages operations for functionality and compliance. Keeps abreast of the competitive landscape, expansion opportunities, and industry developments.

Ensures maintenance of high social responsibility and commitment to diversity, equity, and inclusion. Assesses and minimizes risks to the organization in collaboration with the board and management team. Reports directly to a board of directors who shares the responsibility of annual CEO performance review, salary structure in addition to governing, overseeing policy and direction, and assisting with the leadership and general promotion of BHR.

- Doubled revenue to \$10 million in five years by employing process-based management methods, SWOT analysis, and annual business plans to improve efficiency and health services.
- Gained a \$4 million (175%) increase in the sales pipeline and a \$430,000 (4%) increase in profit margin by safeguarding cost-effective solutions, creating a sales accountability system, and establishing a new pricing model.
- Increased revenue \$5 million (50%) by adding a business development manager to partner in selling contact center services.
- Integrated telephone, database, and reporting systems by reconstructing an information technology network and implementing a new upgraded enterprise system.
- Maintained 100% uptime and transitioned 24/7 contact center staff to fully remote in four days in response to pandemic safety requirements.
- Garnered pandemic relief support including \$500,000 in grants and \$1.2 million in federal government forgivable loans by maintaining the company's employee numbers and net income.
- Secured 98% in contract renewals and 10% upsells by revitalizing the client services department and expanding to 11 states.
- Achieved 24/7 contact center metric of answering calls within 30 seconds 90% of the time by collaborating with hospital emergency rooms, in-patient floors, rail and barge industries, employee assistance programs, community health centers, federally qualified health centers (FQHC), and managed care.
- Earned five successful CARF accreditations over 22 years including two accreditations with zero recommendations. Completed five successful AAS accreditations during a 20-year span for call center and clinical operations and earned HiTrust certification.

**CHIEF OPERATING OFFICER (2011-2012)**

Reported to the CEO and coordinated daily business operations, implemented operations strategies, conveyed policy to staff, and ensured meeting corporate goals. Managed a budget of \$3 million and a team of five.

- Promoted to the position and mentored by CEO during the transition into retirement.
- Decreased employee turnover 10% by developing productivity and staff models.

**VICE PRESIDENT OF OPERATIONS (2005-2011)**

Led daily business operations through a team of four; set strategic goals and policies, supervised and motivated staff. Developed and grew the quality and improvement for all aspects of the organization with a key focus on HR and growth of the contact center. Developed and executed communication strategies and processes that supported change management and continuous improvement techniques.

- Consistently grew revenue 4%, increased employee satisfaction from 3.0 to 4.5, with consumer satisfaction of 98% and client satisfaction of 3.5.
- Provided executive coaching and guidance on employee matters including team building, organizational effectiveness, workforce strategies, and talent development.

**VICE PRESIDENT OF HUMAN RESOURCES, DIRECTOR OF HUMAN RESOURCES, MANAGER OF HUMAN RESOURCES (1997-2005)**

Developed Human Resources from the ground up as a department of one. Contributed to the company's strategy and policy-making by advising and partnering with the CEO. Provided coaching and support to the senior management team developing a high-performance organization.

- Developed employee handbook, job descriptions, compensation analysis, and policy and procedures manual.
- Coached managers on performance management, providing feedback, and developing performance improvement plans for their departments.
- Created a performance culture by coaching leaders on talent management, performance differentiation and linked rewards, and recognition to raise the performance bar.

EDUCATION, TRAINING, & TECHNICAL PROFICIENCIES

**Fontbonne University**, Clayton, MO

*Master of Business Administration*

**Saint Louis University**, St. Louis, MO

*Bachelor of Science in Organizational Administration*

**Brown School at Washington University**, Adjunct Faculty Instructor

*Zoom, Skype/Teams; Asana; Google Suite; MS Office Suite, Salesforce*

PROFESSIONAL ASSOCIATIONS, AWARDS, COMMUNITY INVOLVEMENT & PUBLICATIONS

**National Council for Behavioral Health**, Director, Region 7, Chair of Membership Committee, **Missouri Behavioral Health Council**, Executive Committee Board Member, **Epsilon President's Council**, Member, **Greater St. Louis, Inc.** Board Member, **Fontbonne University**, Board Trustee

**Titan 100 Award - 2022**, **National Council for Behavioral Health Visionary Leader Award 2016**, **St Louis American Foundation Salute to Excellence in Business Award 2012**, **St. Louis Business Journal Diverse Business Leaders Award 2018**, **St. Louis Business Journal Most Influential Business Women Award 2020**, **Fontbonne University Professional Achievement Award 2016**, **St. Louis Children Services Fund**, **Dr. John M. Anderson Excellence in Mental Health Award 2016**

**Commission on Accreditation of Rehabilitation Facilities (CARF)**, Trained as a CARF Surveyor - reviewed quality of programs and services, made suggestions/recommendations, and supported organizations in achieving accreditation status

**MSMBC**, Youth Director and Founder of Annual Community Health fair

**Missouri Behavioral Health Council and National Council for Mental Well Being**, conference Speaker

**Publisher and Author:** *Overcoming: Living Our Best Life In Spite Of...* International Best Seller, 2022

**Contributing Author:** *Owning Your G.R.I.T.*, #1 Best Seller International, 2021