

# LORI WALLACE

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## HEALTHCARE RECRUITMENT

Executive Search • Job Board Development • Career Coaching

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Highly accomplished search executive and agency owner with fifteen years of direct search and recruitment experience serving healthcare in California. An empowered leader with proven success in market research, candidate sourcing and presentation, values based matching and negotiations and long term retention. Innovative and motivated coach teaching the skills of mindful interviewing and communications.

### *Core Competencies*

Visionary Leadership  
Negotiations  
Project Planning/Execution

Strategic Business Planning  
Market Research/Sourcing  
Networking

Communications  
Mentoring and Coaching  
Marketing

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## PROFESSIONAL EXPERIENCE

**Irvington Group, Inc. | Carlsbad, CA**  
CEO, Executive Recruiter

**2005– present**

Founder and principal recruiter for two divisions: 1) igMedical, an independent recruiting agency specializing in the permanent placement of health care professionals, and 2) Job Hivery, a niche job board serving pharmacy in California.

*Accomplishments include:*

### igMedical:

- Established business design, marketing, contracts, technology, workflows and customer engagement strategies for highly successful permanent placement agency.
- Maintained thriving agency and contract relationships with leading healthcare systems year after year, and through significant market adjustments.
- Penetrated California market in under three years converting the business into a referral based operation supported by relationship management, emailing marketing and utilization of social media channels.
- Developed a high in demand interview skills training seminar called, “Mindful Interviewing: How to Make A Meaningful Connection” that is sought after by leading Pharmacy Schools and conferences throughout California.

### Job Hivery:

- Developed concept, web presence, service plan and rollout strategy for niche job board that nurtures connection. Launch date, October 2018.

Served as Account Executive for newly established health care recruitment team. Duties included daily cold calling, interviewing, qualifying of candidates, presentation of skills and closing of employment matches with client base.

*Accomplishments include:*

- Established metric system for the company to set goals and monitor performance.
- Developed ground-breaking interview script strategy that increased interviewing efficiency and grew production by over 40%.
- Named Rookie of the Year first year with the firm.
- Top producer in the first year and every year thereafter.

**Providian Financial, Corp. | San Francisco, CA**

**1994– 2002**

Director, Marketing - Providian Home Loans (1999-2002)  
Product Manager, Marketing –Visa Gold, Visa Platinum (1995 –1999)  
Marketing Analyst, Marketing - Visa Gold (1994-1995)

*Director - Notable Accomplishments:*

Responsible for developing, testing and launching a highly profitable direct telemarketing channel for generating second mortgage home loans. Developed breakthrough lead acquisition program that relied on precise targeting, a consultative sales approach and aggressive campaign management using real-time data. Hired and managed team of six product managers and four telemarketing vendors which involved intensive training, tracking and performance management.

- Developed, tested and implemented highly profitable telemarketing channel within an extremely aggressive timeframe of just six weeks.
- Increased lead generation rate by 400%.
- Reduced loan acquisition cost by half.
- Managed a highly successful direct telemarketing channel that continuously achieved response rates four times the industry average.

*Product Manager - Notable Accomplishments:*

Responsible for credit card balance share in a highly competitive credit card industry by launching a revolutionary credit card offer.

- Solicited one of the industry's first debt consolidation offers targeted at reducing customers' long-term monthly payments.
- Implemented streamlined conversion process that more than doubled the rate of lead conversion while reducing operating costs by 80%.
- Produced creative design of one of industry's first Platinum Cards/

*Marketing Analyst - Notable Accomplishments:*

Took initiative to transform the competitive research department from manual resource center to a dynamic electronic service.

- Created robust electronic database and front-end application designed to serve marketing and operations managers.
- Developed and implemented sales person training program that successfully improved customer service and sales rates.

**LeasePartners | Burlingame, CA**  
Marketing Manager / Account Executive

**1992– 1994**

**Jon Douglas Company | Los Angeles, CA**  
Relocation Coordinator

**1988 - 1992**

### **COMMUNITY SERVICE**

Just In Time | San Diego, CA  
Mentor to Foster Youth

2018

La Costa Canyon High School  
Career Compass Program Lead

2017

Mindful Schools | Richmond, CA  
School Mindfulness Volunteer

2016

Berkeley Animal Shelter | Berkeley, CA  
Animal Volunteer

2015

Marin Waldorf  
Auction Lead  
Class Parent

2005-2011

### **EDUCATION**

University of California, Los Angeles  
B.A., Psychology

1983-1988

**REFERENCES PROVIDED UPON REQUEST**