

# LORI WALLACE

CAREER EMPOWERMENT  
CAREER MATCHING  
WORK~LIFE BLISS

## CONTACT



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*When mind intelligence bows to heart intelligence, life harmonizes.*

– Lori Wallace

## CAREER EMPOWERMENT

- Responsive Resume™ – progressive format designed to empower self expression and attraction
- Mindful Interviewing™ – transforming interviewing from performance to service, and fostering trust
- Biodynamic Search Method™ – integrated search design for navigating job change with intelligence, creativity, and wellbeing

## EXECUTIVE SEARCH

- igMedical Direct Search
- Precision Recruiting for Healthcare
- Master Recruiter (20+ yrs in field)
- Recruiter of choice for leading systems, including (partial list) Scripps Health, Sutter Health, UCSF, Cedars Sinai

## WAY OF THE MONARCH™

- Embodied book and experiential journey into authentic relating to self and the world
- Awakening heart as the power seat of intelligence
- Conscious, effective and safe communication strategies for work and home

I'm a leader and social entrepreneur within the space of human potential. In my early personal and professional life, I contributed within small family-owned to large public fortune 500 businesses and discovered along the way that the secret to success is authentic relating to self and the world around us. Whether working as a new sales person selling lease financing, as an executive training thousands of telemarketers how to cultivate trust in a cold call, or ultimately now as an owner of my own recruiting and empowerment agency – I've succeeded by tapping into the power of authentic human connection. Today, I bring Career Ecology™ to the world to unlock the power of diversity and cooperation at work and at play. My passion is to liberate every human to bring their unique genius to the world – and thrive!

## EDUCATION & CERTIFICATIONS

<b>Bachelors of Arts, Psychology</b>	1988
UCLA — Los Angeles, CA	
<b>Nurtured Heart Approach, Certified Trainer</b>	2021
NHA Institute – Austin, TX	
<b>Wild Soul Facilitation, Certified Trainer</b>	2018
Mary Reynold's Thompson, Founder – San Francisco, CA	

## FUNCTIONAL SUMMARY

Social Entrepreneur - 18 yrs  
Recruitment Agency General Manager - 18 yrs  
Executive Recruiter & Career Coach - 20 yrs  
Financial Services Leadership, Marketing - 7 yrs  
Product Management - 7 yrs

## CAREER PATH

<b>Irvington Group, Inc.</b>	2005 - Present
Founder, CEO   dba Career Ecology (2018 - Present)	
Founder, Executive Recruiter, igMedical (2005 - Present)	
<b>fpBiomed</b>	2002 - 2005
Account Executive, Recruiter	
<b>Providian Financial</b>	1994 - 2002
Director, Marketing - Home Loans (1999-2002)	
Product Manager, Marketing - Visa Gold, Visa Platinum (1995-1999)	
Marketing Analyst - Visa Gold (1994 - 1995)	

## PROFESSIONAL EXPERIENCE

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**IRVINGTON GROUP** – Carlsbad, CA

**2005 - Present**

*Irvington Group, Inc., inclusive of dba Career Ecology and igMedical, was founded in 2005 to transform head hunting into human connection. igMedical operates as a precision recruitment agency specializing in healthcare within California.*

### **Founder, CEO | dba Career Ecology (2018 - present) >>**

Creator and Coach providing resume, search and interviewing skills support as well as an experiential course on actualizing one's greatest potential at work and in life.

#### Career Coaching Impact

- ✓ Responsive Resume: Liberating every human from the confines of stagnant resumes so they may lift their story and be seen for the genius they bring to the world.
- ✓ Dynamic Search: Liberating humans from the depletion and overwhelm of the job search by introducing a model that combines expertise with chance, and networking with self care.
- ✓ Mindful Interviewing: Liberating humans from the confines of ego-based interviewing, thereby freeing them to relate authentically, cultivate meaningful connections, and match to where they belong
- ✓ Way of the Monarch: Experiential journey into authentic relating to self and the world; 1) shed the old, 2) awaken the imaginal, 3) live where your heart intersects with the dream of the world.

### **Founder, CEO | dba igMedical (2005 - present) >>**

Founder and principal recruiter for igMedical, an independent recruitment agency specializing in the permanent placement of healthcare professionals in California. Search support includes placement of professionals from entry level to CEO with a cultural perspective of transforming “head hunting” into “human connection”.

#### Recruiting Impact

- ✓ Go to recruiting agency for leading non-profit health systems in California, including (but not limited to) UCSF, Sutter Health, HCA, and Scripps Health.
- ✓ Precision search and placement of over 200 high level professionals
- ✓ Over a 98% retention rate (employed for minimum of 1 yr)
- ✓ Speaker and Trainer at leading teaching hospitals, including USC, UCSF, UCSD.

**fpBIOMED** – Lake Oswego, OR

**2002 - 2005**

*fpBiomed (current name UHC Solutions) is an independent recruiting agency focused in the healthcare, biotech and financial services market.*

### **Account Executive, Recruiter >>**

Reporting to the General Manager, served as an Account Executive for newly established health care recruitment team. Specialized in search and placement of healthsystem pharmacists in Oregon, Washington and California. Duties included daily cold calling, interviewing, qualifying of candidates, presentation of skills and closing of employment matches with client base.

## PROFESSIONAL EXPERIENCE

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### Account Executive, Recruiter (cont.) >>

#### Recruiting Impact

- ✓ 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 – San Francisco, CA

1994 - 2002

*Providian Financial Corporation was one of the leading credit card issuers in the United States when it was sold to Washington Mutual for approximately \$6.5 billion in October 2005. Providian had more than 10 million card holders at the time of its sale.*

### Director, Marketing - Providian Home Loans (2000 - 2002) >>

Reporting to the VP of Marketing, was 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.

#### Home Loan Program Impact

- ✓ 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 50%.
- ✓ Managed a highly successful direct telemarketing channel that integrated call centers across the nation.
- ✓ Continuously achieved response rates four times the industry average.

### Product Manager - Visa Gold, Visa Platinum (1995 - 2000) >>

Reporting to the Director of Marketing (Visa Gold & Visa Platinum), was responsible for increasing credit card balance share in a highly competitive credit card industry by launching a revolutionary credit card offer, "Guaranteed Savings."

#### Visa Card Marketing Impact

- ✓ Managed one of the the industry's first debt consolidation offers via direct mail and telemarketing 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.

## PROFESSIONAL EXPERIENCE

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### Marketing Analyst - Visa Gold (1994 - 1995) >>

Reporting to the Director of Marketing (Visa Gold), was responsible for compiling and reporting on competitive credit card research data.

#### Data Analysis Impact

- ✓ Created robust electronic database and front-end application for competitive data 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

1992 - 1994

*LeasePartners is no longer in operation. It was a mid size equipment leasing company financing small to large equipment including construction tools, vehicles, computer equipment, and more.*

### Account Executive >>

Reporting to the Director of Marketing, was responsible managing and developing new business for the NorthEast territory (US). Rookie of the year and top sales person year after year.

### JON DOUGLAS COMPANY – Los Angeles, CA

1988 - 1992

*Jon Douglas Company was a leading luxury home real estate brokerage serving the Los Angeles area.*

### Relocation Coordinator >>

Reporting to the Director of Relocation, was responsible promoting the relocation referral program throughout the company, ensuring base quotes were met. Exceeded quota year over year.

## COMMUNITY SERVICE

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San Diego Tech Hub (Board Member)	2023
Global Humanitarian Founders, Grapevine (Founding Member)	2022
TreeSisters, Fundraiser & Volunteer	2015 - 2020
La Costa Canyon High School Career Compass Program Lead	2018
Just In Time   San Diego, CA Mentor to Foster Youth	2017
Mindful Schools   Richmond, CA School Mindfulness Volunteer	2014
Marin Waldorf Auction Lead, Class Parent, Head of the Parent Association	2005 - 2013
Berkeley Animal Shelter   Berkeley, CA Animal Volunteer	2010 - 2011

REFERENCES PROVIDED UPON REQUEST