

# BETH HESLOWITZ

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## QUALIFICATIONS SUMMARY

Mission driven and results-oriented leader with 15+ years of business development and customer relationship management experience. Spanning work across multiple industries, including healthcare/pharmaceutical, education, and architecture/engineering. Instrumental in driving business revenue, developing partnerships, and forging impactful relationships. Demonstrated ability to lead cross-functional teams, develop and manage budgets, and meet large-scale deliverables. Proven project management skills with P&L responsibility, and departmental management. Exceptional communicator, written, oral, and interpersonal. Highly proficient in client engagement, account management, and project and event management.

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## PROFESSIONAL EXPERIENCE

### **BSA LifeStructures (BSA), Leawood, KS, USA**

**October 2018 to June 2020**

*A mission driven architecture firm focusing on the healthcare, higher education, and research markets.*

#### **Director, Business Development, Kansas City**

- Led business development operations for BSA's Kansas City (KC) and St. Louis offices. Supported a team of 34+ employees and collaborated with other BSA offices.
- Diversified the KC office portfolio by winning business in new markets; established relationships with decision makers in these markets.
- Promoted the brand and firm services and represented the firm and regional offices at industry events.
- Provided engaged leadership to the staff with a focus on client communication, presentation, and business development.
- Spearheaded proposal activities by creating a winning strategy, defining scope, fees, timelines, and selecting partners.
- Developed a professional network from scratch in the KC market since joining the firm.

### **WESTED, San Francisco, CA, USA**

**November 2013 to September 2018**

*A nonprofit agency that works with education and other communities in the US and abroad to improve education and other important outcomes for children, youth and adults.*

#### **Business Development Associate**

- Instrumental in key proposal development for contracting government funding sources.
- Supported business development efforts to grow WestEd's work in new states and markets.
- Facilitated conversations across internal teams to develop content to be used in a variety of marketing materials.
- Conducted research and analysis to guide companywide business planning and development efforts.
- Managed sponsorship of an annual conference with a professional trade association by developing the exhibit booth plan, negotiating benefits, developing proposals, identifying and securing speakers, budgeting, and invoicing.

### **Jumpstart Healthcare, White Plains, NY, USA**

**July 2011 to October 2013**

*A medical education company whose programs increase understanding of public health, clinical and scientific issues.*

#### **Director, Business Development**

- Presented corporate message and services to external audiences to secure federal and private funding to support the development and implementation of education programs for healthcare professionals.
- Propelled new business revenue from zero to over \$1M in 19 months.

- Built and leveraged critical relationships with business partners and professional medical associations.
- Created marketing materials (i.e. case studies, corporate capability statements, presentations).

**Yonkers Downtown Business Improvement District, Yonkers, NY, USA**

**June 2009 to September 2010**

*A nonprofit to promote business opportunities in the Downtown Business district.*

**Grant Writer Consultant while attending graduate school full-time**

- Delivered end-to-end grant writing consultation supporting the economic development of the predominantly low-income downtown business district.
- Diversified outreach to include private foundation/corporate sponsored programs.

Additional Experience:

Managed large pharmaceutical agency account teams at various companies and oversaw the development and implementation of marketing programs for a healthcare professional audience. Marketing activities, included live programs, print pieces, teleconferences, websites, and other tools. Served as main point of contact with pharmaceutical customers and subject matter experts and acted as a point of escalation to resolve issues. Led comprehensive project-management, leading direct reports and cross-functional teams; P&L responsibility. For example, as the Account Director at QED Communications, I led a department of thirteen direct reports. Served as the liaison between pharmaceutical marketing, regulatory, medical, and legal departments to ensure compliance and consistent communication across all activities.

- **Business Unit Director** ▪ Science & Medicine, Publicis Medical Education Group, New York, NY.
- **Marketing Associate - Account Director** ▪ QED Communications, Hawthorne, NY.
- **Group Account Supervisor** ▪ Phase Five, New York, NY.

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## EDUCATIONAL BACKGROUND & CERTIFICATES

**Master of Public Administration** ▪ Baruch College School of Public Affairs, New York, NY, GPA: 3.93

**Bachelor of Science, Biologic Sciences** ▪ Cornell University, Ithaca, NY, GPA: 3.75

**Certificate of Completion, Urban Land Institute (ULI), Real Estate Diversity Initiative (REDi)** ▪ Kansas City, MO

**Certificate of Completion, Healthcare Venture Startup 101** ▪ University of California San Francisco, San Francisco, CA

## INTERNSHIPS

**US Department of State, Washington, DC** – Intern

**Women's Initiative, San Francisco, CA** – Microenterprise Fellow

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## COMMUNITY IMPACT/AFFILIATIONS

**Kansas City**

**Society for Marketing Professional Services (SMPS)** – Mentor/Protégé Program Co-Director

**Healthcare Women's Business Association (HBA)** – Programming Director

**Commercial Real Estate Women (CREW)** – Mentoring committee member

**BioKansas** – Membership committee member

**Other**

**Teen Chef USA** – Co-Creator/Executive Producer

**United Way Westchester-Putnam (UWWP)** – Volunteer Filmmaker

- Developed video focused on inner-city at-risk youth and the power of mentoring.