

# ANGELA T. WILSON, MBA, ABC

## EXECUTIVE BRAND STATEMENT

Transformational executive with 20+ years of progressively advancing leadership across marketing, communications, operations, and chief of staff functions in complex organizations. Trusted advisor to presidents, boards, and senior leaders, known for turning enterprise priorities into action, guiding high-stakes communications, strengthening governance, and improving performance, culture, reputation, and growth. Earned 100+ national and international awards recognizing excellence in creativity, storytelling, audience insight, and campaign effectiveness. Brings a distinctive ability to bridge strategy, operations, and stakeholder engagement to accelerate change, enhance crisis readiness, and deliver measurable business outcomes in high-visibility environments.

## CORE LEADERSHIP COMPETENCIES

- Chief of Staff Leadership
- Enterprise Strategy & Execution
- Marketing, Communications & Brand Leadership
- Executive Operations & Organizational Effectiveness
- C-Suite, Board & Cross-Functional Leadership
- Executive Communications
- Digital Transformation & AI
- Crisis Leadership & Change Management
- Budget & P&L Stewardship
- Quality, Risk & Governance
- Integrated Marketing & Growth Strategy
- Reputation Management
- Stakeholder Engagement, Partnerships & Performance Improvement
- Program, Project & Capital Leadership
- Service-Line Strategy
- Culture, DEI & Team Leadership

## PROFESSIONAL EXPERIENCE

ANGELA WILSON EXECUTIVE ADVISORS, LLC

Bowie, MD | 2023 – Present

A certified MBE/SBE/DBE consultancy serving healthcare, government, and contracting sectors with strategic planning, marketing, brand development, and digital modernization advisory services. Lead executive initiatives that clarify direction, strengthen messaging, improve decision support, and expand audience engagement across complex environments using Agile, waterfall, and hybrid delivery methods.

### *Founder and Principal*

- Advance client growth and change readiness by leading strategic planning initiatives that clarify direction, bolster governance, and sharpen long-term focus for leadership teams.
- Accelerate modernization by driving digital transformation and AI adoption that streamline workflows, improve efficiency, and sharpen data-driven decision-making for improved execution.
- Improve execution rigor and risk management by guiding multi-phase initiatives through scope definition, schedule planning, and outcome tracking that improve coordination and delivery.
- Manage project budgets with investment discipline to advance marketing, communications, brand, and audience growth goals while reinforcing resource stewardship.
- Improve enterprise effectiveness through process optimization, cross-functional alignment, and leadership coordination that increase clarity and operational cohesion.
- Establish and optimize digital channel strategies for social media and Drupal website transitions to expand audience reach, improve content performance, and boost brand consistency.
- Drove engagement, conversions, and lead generation by developing integrated, SEO-informed storytelling for websites, blogs, emails, newsletters, social media, intranets, and direct outreach, using KPIs to optimize performance among local, regional, and national audiences.
- Write clinically focused content across research, immunotherapy, orthopedics, neurosciences, PM&R, oncology, radiation oncology, transplant, and gastroenterology to build awareness, drive preference, and elevate brand position.
- Maintain an active Public Trust clearance to support work with federal and government-adjacent organizations in regulated, high-accountability environments.

## LUMINIS HEALTH DOCTORS COMMUNITY MEDICAL CENTER

*(Formerly Doctors Community Health System)*

Lanham, MD | 2012 – 2022

A 206-bed acute-care hospital with 13 ambulatory practices, 1,600+ employees, 700+ medical staff, and \$335M in annual revenue within a matrix health system. Held executive responsibility for operations, system initiatives, communications, and support services that strengthened performance, enhanced readiness, and advanced culture.

### ***Vice President, Administrative and Support Services (2020 – 2022)***

- Ensured operational continuity during COVID-19 and other emergencies by serving as Incident Commander and leading coordinated response efforts that prioritized safety, stability, and stakeholder confidence.
- Elevated service quality and workforce performance by directing operations for 160+ employees across plant operations, security, environmental services, food services, guest services, volunteer services, patient transport, and telecommunications.
- Shaped system-wide strategies and aligned entity- and department-level approaches that coordinated execution of key enterprise goals.
- Reduced organizational risk and improved readiness by leading quality, safety, emergency preparedness, and Joint Commission compliance.
- Improved margin performance and long-term sustainability through stewardship of departmental and capital budgets that reinforced fiscal stability.
- Oversaw a capital portfolio spanning targeted upgrades to multimillion-dollar initiatives, aligning funding, prioritization, and execution to advance infrastructure goals.
- Directed facilities modernization and construction programs to improve infrastructure, maintain regulatory readiness, and minimize care disruption.
- Advanced DEI practices and workforce culture through inclusive leadership that bolstered belonging and improved retention.
- Partnered with government relations to cultivate relationships with community leaders and elected officials, boosting advocacy, public trust, and external influence.

### ***Vice President, Public Relations and Marketing, Chief of Staff (2019)***

- Advanced system goals and executive effectiveness by leading enterprise initiatives and special projects that protected the president's time and focus while achieving organizational objectives.
- Enabled timely executive decision-making by advising the president and senior leaders with discretion, emotional intelligence, and solution-oriented judgment that improved leadership responsiveness.
- Drove growth, revenue, and brand equity by directing marketing and communications initiatives that improved transparency, culture, processes, and operational excellence across the organization.
- Managed executive priorities by evaluating inquiries, determining actions, delegating assignments, and ensuring timely, high-quality follow-through that sustained momentum and accountability.
- Clarified executive direction by authoring briefings, issue assessments, pre-reads, strategic plans, agendas, and leadership communications that supported informed action.
- Developed human-centered narratives that translated policy and organizational actions into messages that built trust, reinforced mission and values, and supported advocacy.
- Cultivated stakeholder engagement and shared purpose by building relationships with employees, clinicians, board members, community advocates, faith-based partners, and business leaders to strengthen collaboration.
- Led guest services, patient transport, telecommunications, and marketing and communications teams, building accountable, high-performing, and empowered teams.
- Served as public information officer leading crisis communications and media relations, protecting organizational reputation, and ensuring timely, accurate public messaging.

### ***Senior Director and Director, Marketing and Communications (2012-2019)***

- Built and led the system's first in-house marketing and communications department, establishing enterprise standards, internal capabilities, and cost efficiency.
- Improved brand consistency and architecture to sharpen enterprise positioning, unify fragmented programs under a coherent narrative, and boosted recognition at stakeholder touchpoints.

- Accelerated digital acquisition by leading a Drupal website redesign that increased visitors 95.95%, page views 63.20%, and online appointment requests 581%.
- Expanded lead generation by directing omnichannel marketing across paid, owned, and earned media and optimizing SEM and other paid channels, resulting in a 238% increase in clicks, a 110% increase in impressions, and a 4,633% increase in phone calls.
- Managed marketing budgets to favor high-ROI channels and support demand-driving initiatives.
- Led a multidisciplinary team of employees and contractors to produce cohesive digital, creative, and content solutions that uplifted brand and stakeholder actions.
- Elevated audience segmentation and attribution by implementing marketing automation and CRM integration, improving targeting precision and campaign focus.
- Expanded service-line reach in oncology, orthopedics, women's health, cardiovascular, gastroenterology, surgery, radiology, primary care, behavioral health, endocrinology, sleep medicine, wound care, rehabilitation, and community health to achieve awareness and revenue goals.
- Synthesized enterprise goals and complex topics into clear, plain-language communications for internal, B2C, and B2B audiences, improving alignment, comprehension, and decision-making among employees, patients, physicians, board members, community leaders, and partners.
- Collaborated with the system lobbyist to shape messaging on legislative, regulatory, and community needs, advancing organizational visibility, advocacy efforts, and external relationships.

#### MEDSTAR GEORGETOWN UNIVERSITY HOSPITAL

Washington, DC | 2008 – 2012

A \$1.2B academic and research hospital with 600+ beds, 4,000+ employees, and 1,000+ physicians. Led local, regional, and national marketing communications that enhanced reputation, strengthened service-line performance, and advanced enterprise priorities.

##### ***Director, Marketing Communications***

- Led a website redesign that generated 1.2M annual visits, significantly expanding digital reach and lead generation through improved user experience and content strategy.
- Strengthened brand visibility and service-line growth by directing omnichannel campaigns including print, broadcast, digital, transit, web, brochures, and direct mail.
- Led service-line marketing in transplant, cancer care, gastroenterology, neurology, neurosurgery, orthopedics, women's health, surgical services, imaging, and pediatrics to increase demand and awareness.
- Elevated segmentation, personalization, and campaign ROI by implementing CRM and predictive analytics that improved targeting precision and marketing efficiency.
- Directed consumer publications reaching 1M+ households, expanding market presence, boosting community engagement, and generating measurable outcomes.
- Led development of audience-centered messaging that translated complex healthcare information into clear, actionable narratives that increased awareness and supported informed decision-making.
- Led marketing budget strategy, allocating resources across channels and initiatives to maximize return, boost performance, and concentrate investment where it drives the greatest impact.

#### MEDSTAR WASHINGTON HOSPITAL CENTER

Washington, DC | 2000-2008

The region's largest private, not-for-profit hospital, a \$1B academic and research institution with 900+ beds, 6,000+ employees, and 1,500+ physicians. Led high-visibility marketing initiatives and strategic partnerships that expanded reach, strengthened competitive position, and boosted market leadership.

##### ***Marketing Manager, Senior Marketing Specialist and Marketing Specialist***

- Accelerated lead capture and conversion by increasing call center appointments 300% through workflow redesign and analytics, improving access and patient acquisition.
- Expanded brand reach and community presence by leading event and tradeshow strategy, including the NBC4 Health & Fitness Expo with 80,000+ annual attendees, driving goodwill and enhancing brand equity, community trust, and organizational visibility.
- Elevated brand presence and community alignment by managing the NFL Washington Commanders partnership

to expand market presence and public affinity.

- Advanced enterprise goals and service-line growth by directing integrated campaigns including print, broadcast, transit, newsletters, and direct mail to expand reach and demand.
- Led service-line marketing in cancer care, surgical services, neurosciences, women's health, pulmonary care, imaging, rehabilitation, and ophthalmology to build visibility and demand.
- Enhanced data-driven decision-making and campaign ROI by establishing qualitative and quantitative performance metrics that improved planning and accountability.
- Directed marketing budgets to ensure efficient resource allocation and maximize performance across initiatives and channels.
- Directed vendor relationships and contracts to deliver campaigns and events within budget and scope while maintaining execution quality.
- Developed consumer- and physician-focused messaging that translated organizational priorities into accessible narratives, strengthening market understanding and community connection.
- Supported crisis communications that protected organizational reputation and credibility.

#### **LEADERSHIP, GOVERNANCE & COMMITTEE EXPERIENCE**

- Executive sponsor, Environment of Care Committee
- Executive sponsor, Emergency Preparedness Committee
- Executive sponsor, Policies and Procedures Committee
- Executive sponsor, Capital Budget Committee
- Regional DEI leadership forum panelist

#### **EDUCATION AND CERTIFICATION**

- MBA, Business Management, University of Maryland University College
- BA, English, University of the District of Columbia
- Accredited Business Communicator (ABC), International Association of Business Communicators

#### **TOOLS, PLATFORMS & TECHNOLOGIES**

- *AI & Productivity* – ChatGPT, Claude, Microsoft Copilot, Microsoft 365, Teams, Otter, SharePoint
- *Creative, Video & Design* – Adobe Creative Cloud, Canva, YouTube Studio
- *Email Marketing & Automation* – Constant Contact, Mailchimp, SurveyMonkey
- *Patient Experience & Insights* – Press Ganey, NRC Health
- *Emergency & Incident Management* – FEMA Emergency Response Frameworks (ICS/NIMS), Hospital Incident Management Team Protocols (HIMT)
- *Project Management* – Basecamp, Jira, Kanban, Microsoft Project
- *Media & Social Platforms* – Hootsuite, Sprout Social, Meltwater, Reputation, Meta Business Suite, Google Business Profile
- *Social Analytics & Insights* – Facebook Insights, Instagram Insights, LinkedIn Analytics, YouTube Studio Analytics, Yelp Business Dashboard
- *Web, SEO & Optimization* – Crazy Egg, Drupal CMS, WordPress, WordStream, Google Analytics, Google Search Console, Google Ads, Siteimprove