

MICHELE BUTLER HEUGLIN

1202 Constitution Dr, Lou, KY 40214

PROFESSIONAL PROFILE

Corporate professional with consistent record of success in creation, implementation and execution of impactful initiatives, including corporate responsibility programs supporting corporate goals and values. Extensive experience in management, public relations, program management, community relations, event management, and marketing within national and global companies.

PROFESSIONAL EXPERIENCE

Passport Health Plan

Jan, 2019-Present

Community Engagement Operations Manager

- Managing KY Community Engagement Representatives and Specialists teams located throughout the Commonwealth who partner with local advocates to assist Medicaid populations, as well as implement initiatives to reduce social barriers to access health care, especially during a health pandemic.
- Developing, analyzing trends/key events and managing outreach initiatives, including reporting for leadership and DMS. This includes statewide member outreach, education, events, budget, and initiatives with progress relative to market penetration.
- Developing, evaluating and revising policies and procedures for both corporate and government compliance.
- Assisting with identifying and implementing/executing culture improvements.

Papa John's International

2010-Nov, 2018

Special Events and Founder Projects

- Developed, implemented, and managed initiatives/key events and team for Founder and Executive Leadership on international, national and local levels. This includes research and initiating business pilots and best practices, development of relationships, developing communications internally, theme/itinerary creation, event logistics, budget, working with VIP and/or their agents, etc. and management of teams and special projects.
- Managed and created International Operators' Conference and the International corporate awards incentive trip, including identifying and securing sponsorships, management of event staff, site selections, securing speakers/entertainment, develop itinerary, budget prep and reconciliation, prepare mainstage showflow, negotiating contracts, and talking points.
- Developed and led internal Team Member Focus Group to identify best practices for continuous improvement of culture, which included projected budget, feasibility and timeline for initiatives.
- Developed and managed teams for first Corporate Responsibility Humanitarian Projects seeking out local non-profits in various cities in US, Puerto Rico and Bahamas to better those communities; program life of seven years.

CONSULTANT

2009 to 2010

Papa Johns International (2009 to 2010)

- Developed, implemented, and managed team for key events for Founder and Co-CEO on both national and local level. This includes developing communications internally, theme/agenda creation, event logistics, budget, etc.
- As a member of the museum development core team, I researched, identified, and communicated best practices to both internal and external partners. This included meeting with various museums throughout KY.

Greater Clark County Schools (July to November, 2009)

- Managed public relations and communications team for the Greater Clark County School system, Board, and Superintendent during FTE's medical leave.
- Developed/distributed press releases for all schools, Board members, and administration; addressed all media.
- Managed press conferences and all school events for students and/or faculty, including communications, program development, and event logistics. This included management of Metro United Way campaign.

WELLPOINT / ANTHEM BLUE CROSS and BLUE SHIELD, Louisville, KY

1980 to 2009

Business Development Consultant

- Developed, implemented, and managed teams for national programs for uninsured population, including budgets, staffing and working with non-profits to reach targeted audiences.
- Developed, implemented and monitored pilot programs to determine feasibility for national expansion to achieve best results of \$33M Foundation funding.

- Developed program for national physician network to assist uninsured patients with “win-win” solution as physicians receive reimbursement for services with uninsured patients.
 - Identified pilot and worked with Urban League on local level with successful expansion to national level.
- Engaged external and internal business partners to achieve Corporate Responsibility goals and determine impact for business units
 - Assessed need and launched non-profit organization, The CoverMe Foundation to secure corporate Foundation funding (\$2.5M) to support enrollment services for uninsured families.
 - Identified non-profits with trusted relationships with uninsured population to reach and assist these families such as Urban League, American School Health Association, Prevention Partners, National Association Community Health Centers
 - Established monthly reporting format which has documented over 185,000 uninsured in pipeline to secure healthcare coverage through Anthem/WellPoint efforts.

Marketing Project Manager

- Managed Foundation, including reviewing grants submissions, working with non-profits to prepare grants to secure Foundation funding and implementing initiatives best aligned with Corporate mission.
- Created and managed event teams for corporate events , including budget and staffing, at multi-state levels:
 - Developed and managed team to produce sales conferences and incentive trips, including locations in Bahamas, San Diego, Charleston, Orlando, Atlanta, etc
 - Managed events from theme conception to post-event IRS reports with budgets of \$500k+
 - Coordinated all logistics for PGA, KY Derby, and Breeder’s cup events with budgets of \$1M+, while ensuring personal attention for key clients
- Conceived, created and managed company owned and branded healthy community event, Anthem 5K Fitness Classic which has gained several national awards with over 9,100 participants, while resulting in over \$900,000 savings to company. Created press releases and engaged schools to maximize exposure.
- Lead for Kentucky Image Management Council (which consisted of executive leaders) for strategizing and implementing community projects/programs in areas such as health awareness, business to business, education, and associate focus.
- Strategized with KY Group and Individual Business Units to leverage and position Anthem.
- Accountable for developing and managing large-scale marketing project plans, such as sponsorships and promotions to enhance corporate community image.

ACORDIA OF LOUISVILLE and ALTERNATIVE HEALTH DELIVERY SYSTEMS, Louisville, KY

Advertising and Community Relations Director

- Managed, recommended and implemented Foundation funded initiatives within Kentucky.
- Developed, executed, and managed company events and event teams for sales conferences, all employee meetings, broker conferences/training, etc.
- Managed open enrollment marketing and event staff for both companies (subsidiaries of Blue Cross & Blue Shield).
- Managed volunteer efforts and campaigns for both companies, such as Fund for the Arts, Metro United Way.

EDUCATION / PROFESSIONAL DEVELOPMENT

- Attended University of Louisville & Jefferson Community College—Two+ years completed toward Bachelor’s Degree
- Graduate of FOCUS Leadership Louisville
- Management Training: Quality Leadership, Team Leadership
- Management/Leadership Sessions: Grow/Emerge

PROFESSIONAL AFFILIATIONS / COMMUNITY INVOLVEMENT

- Family Health Center Board member; currently serve as Treasurer
- The CoverMe Foundation founding Board Member
- Friends for Life Cancer Support volunteer
- University of Louisville School of Public Health Advisory Board, past member
- KY Children Health Insurance Program Coalition, past member
- WLKY Spirit of Louisville past Board member
- Public Relations Society of America Member past member
- Leadership program participant and past member of Business/Professional Woman
- Community Roundtable Committee past member
- Junior Achievement Consultant (past)
- Co-chair of Cystic Fibrosis (past)
- National Blue Cross and Blue Shield Association “Best of Blue” award recipient
- Featured in “Conventions South” publication for “People to Watch” Award in 2002 article