

Damian J. Cooke

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Healthcare Collaboration | Account Development | Business Growth Manager

Business Development Professional with over 15 years of experience in the behavioral and public health sectors. My expertise lies in fostering strategic partnerships and driving business growth. My skills include designing and implementing innovative growth strategies to achieve desired results.

EXPERIENCE

Director of Clinical Partnerships

Aug 2023 – February 2024

Embark Behavioral Health, VA, DC, and MD

Focused on enhancing the company's leadership in adolescent and young adult mental health services by establishing strong partnerships with professionals and educational institutions and demonstrating strong project management and negotiation skills.

- Spearheaded the development of strategic partnerships, resulting in a 25% increase in engagement with key stakeholders in the behavioral health community.
- Implemented innovative data-driven market analysis techniques to identify and capitalize on growth opportunities, enhancing service delivery and operational efficiency.
- Led cross-functional teams to design and execute new service initiatives, significantly increasing adolescent mental health services reach.

Clinic Outreach Manager

Jul 2021 - Aug 2023

Amen Clinics, NC, VA, DC, MD, DE, and PA

Accelerated revenue growth by optimizing evaluation and scan scheduling, leading to more psychiatrist appointments. Managed a broad spectrum of clinical partners effectively and analyzed business impacts using financial modeling.

- Drove a 30% growth in clinical partnerships through targeted business development strategies and robust partner engagement.
- Enhanced evaluation and scan scheduling processes, which contributed to a 15% increase in psychiatrist appointments and corresponding revenue growth.
- Developed and executed marketing strategies that effectively communicated brand value to prospective clinical partners, strengthening the clinic's market position.

Community Outreach Liaison

Apr 2019 - Jul 2021

Kolmac Outpatient Recovery Centers, VA, DC, and MD

Successfully represented the company brand by leading outreach, public relations, and marketing initiatives. Oversaw sales strategies and business development plans to support lead generation and fluid new business pipelines.

- Expanded the network of strategic partnerships by 20% through effective marketing and personalized outreach strategies.
- Directed public relations campaigns that improved community engagement and visibility, resulting in a measurable increase in service inquiries and participant numbers.
- Fostered team development and performance, mentoring a team that achieved top sales figures for two consecutive years.

Regional Business Development Representative
Recovery Centers of America, VA, DC and MD

Feb 2018 - Apr 2019

Through presentations to care teams and agencies, Shared industry best practices and knowledge on substance rehabilitation and co-occurring disorders. Developed and executed a market entry strategy, expanding partnerships into new territories.

- Enhanced market entry strategies, leading to a 40% increase in partnerships in underserved areas, significantly boosting service accessibility.
- Conducted comprehensive training sessions on best practices for substance rehabilitation, improving service quality and staff competency.
- Managed key accounts and client relationships, ensuring high levels of satisfaction and contract renewal rates.

Government, Corporate Sales Manager
Hamilton Crown Plaza, Washington, D.C.

Jan 2014 - Feb 2018

Earned high-volume sales growth and accessed new revenue channels by executing strategic prospecting plans, implementing best practices, researching target accounts, and developing relationships with government entities.

- Exceeded annual sales targets by 115% in 2016 through strategic account management and innovative marketing tactics.
- Developed and maintained significant government contracts, enhancing organizational reputation and stability.
- Led a team that implemented a new CRM system, improving tracking of client interactions and outcomes by 30%.

Regional Sales Manager
Marriott International, VA, DC and MD

Jun 2008 - Jan 2014

Responsible for managing customer inquiries and group lead requests, particularly for full-service hotels. My primary focus was ensuring customer preferences aligned with our brand requirements and actively engaging in up-selling to enhance revenues and foster customer loyalty.

- Achieved a 15% increase in repeat business through strategic relationship management and enhanced customer loyalty programs.
- Managed high-value negotiations that secured lucrative contracts, consistently exceeding revenue targets.
- Implemented sales training programs that improved team performance and sales techniques across the region.

EDUCATION

Master of Business Administration (M.B.A.)
University of Maryland Global Campus, Adelphi, MD

(Expected) Apr 2024 - Sep 2025

Bachelor of Science (B.S.) - Management Studies
University of Maryland Global Campus, Adelphi, MD

May 2019 - Dec 2023

- Grade: 4.0
- Summa Cum Laude
- Phi Kappa Phi Honor Society - the nation's oldest and most selective all-discipline honor society.
- Alpha Sigma Lambda Honor Society

SKILLS

Business Development Skills, Project Management, Financial Modeling Expertise, Consulting Proficiency, Market Entry Strategy Planning, New Business Development, Salesforce, Relationship Building, Effective Communication, Strong Interpersonal Skills , Strategic Collaborations Skills, Corporate Development Acumen, Acute/Complex Care Behavioral Health Knowledge, Partnership Identification and Evaluation, Market Research Proficiency, Industry Trends Analysis, Competitive Landscapes Assessment, Stakeholder Engagement, Networking, Negotiation Skills, Deal Structuring, Cross-Functional Leadership, Collaboration Skills, Market Positioning, Thought Leadership, Industry Conference Representation, Performance Tracking, KPI Establishment, Analytical Skills, Financial Modeling, Healthcare Industry Understanding, Regulatory Requirements Knowledge, Interpersonal Skills, Communication Skills, Strategic Thinking, Problem-Solving, Project Management, Willingness to Travel.

LICENSES & CERTIFICATIONS

Field Sales <i>LinkedIn</i>	2023
Selling into Industries: Health Care <i>LinkedIn</i>	2023
Management Foundation <i>University of Maryland Global Campus</i>	2022

HONORS & AWARDS

Fruit from Labor Award <i>Amen Clinics</i> Highest percent of new business 2022	2022
Liaison of the year <i>Kolmac Outpatient Recovery Centers</i> Awarded for achieving the highest sales figures and significant client acquisition.	2020

VOLUNTEER

Board Member <i>DC Recovery Community Alliance</i>	Jun 2019 - Present
Ordained Deacon <i>Hope Christian Church</i>	Oct 2017 - Present