

**LENA FEYGIN**  
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**Executive Business Coach, Change Management Leader, Organizational Development Professional and Business Analyst** with solid record of enhancing the workforce transition to achieve strategic goals. Effective in creating blended learning and performance support solutions designed to transition global and national workforces to new services, technologies, business processes, and strategies. Instrumental in Business Analysis, Web presence and content development, as well as general marketing and lead generation campaigns as part of the overall Business Development. Project success is built on strong analytical, communications, facilitation, instructional design, and coaching skills using individual and corporate personality and cultural assessments.

### WORK EXPERIENCE

7/01 to Present      **FROG Enterprises, Corp**      NY, NY  
**Executive Life Coach/Change Management  
and Organizational Development Professional/Business Analyst**

#### **Projects:**

10/09 – 12/09	Administrative Office Solution	New York, NY
09/09 – Present	NYWA	New York, NY
07/09 – 12/09	Digital Devices	Brooklyn, NY
03/09 – 12/09	Quan Management	Brooklyn, NY
09/08 – Present	Prime View, Corp	New York, NY
10/07 – Present	RGZ Solutions, Corp	New York, NY
05/06 – Present	Luxoft Consulting	New York, NY
04/09 – 07/09	The Favorite	Trenton, NJ

#### **Workforce Transition and Education**

- Instructed on the use and day-to-day management of programs such as MS Projects, Medisoft, LMS (proprietary), various Medical Management suites etc.
- Led and been part of numerous product implementation teams
- SME concerning education projects, time lines, and deliverable measurements
- Contents analysis and recommendations for both self-serve and instructor-guided tools, curriculum and text based guides
- Set-up of employee centered HR practices
- Planned and managed implementation of web-based educational resources with capabilities to provide custom and standardized testing.

#### **Technology Training**

- Managed design, development and delivery of end-user desktop and proprietary application training.
- Delivered blended training and performance support solutions across various modalities including: on-line, distance learning (two-way video, teleconference), computer based (CBT and pre-recorded), video (CBT) and formal instructor-led classroom.
- Experienced in the development and delivery of webinars, teleconferences and other form of training.

#### **Learning and Educational Solutions**

- Managed/conducted knowledge and skill assessments to identify training needs and define training objectives for various initiatives.

- Created custom solutions to address skill assessment results.
- Select coursework included: Medical management and medical billing as part of the Health Care Industry and Various General Medical Administration programs

### **Change Management and Communications**

- Worked with integrators and project leaders to identify, define, develop and deploy change management, communications, and training activities to support implementation of new processes, organization designs, technologies, and strategic initiatives.
- Created baseline change management, training, and communications plans to support project implementation using workshops, planning guides, conference calls, help desks, informational web sites, and multi-media communications.
- Developed internal communications and tools concerning change management, training, and implementations on any scale with many end-users in mind.
- Developed, integrated, and deployed organizational newsletters
- Developed and implemented proprietary SummitCM™ cultural assessments methodology on Change Management

### **Process Improvement**

- Managed delivery of operational/process improvements and business process restructurings coaching services
- Redesigned workflow, policies and procedures, planning and control systems.
- Performed business analysis and process improvements for multiple healthcare facilities
- Implemented business intelligence reporting processes on various levels of Home Healthcare agency with performance enhancement on compliance and billing submission processes
- Trained and coached internal teams and C-level executives in business process improvement initiatives for improved customer satisfaction.
- Reorganized medical facility management and administrative teams to improve service and cost effectiveness through changes in billing, workflow tracking, and management reporting.
- Designed and implemented training for the process owners throughout project cycle to maintain product integrity during change

### **Marketing/PR**

- Performed Market Research and Analysis across numerous industry verticals, including trend research analysis
- Performed Brand Research Analysis: uncovering brand potential to accelerate development and increase customer awareness
- Performed analysis of organizations, strategies used by competing companies, customer trends and analysis, collaborators and climate of the current market, with a strong focus on customers and competitors.
- Business Analysis: A thorough business evaluation allowed identifying the market strength in order to seek out untapped opportunities within the current market.
- Marketing Plan Development: Letterhead, Business Cards, Web Site (Design and Development), Email Blast Template Design
- Press Release content development and placement with various media outlet both on the web and in print.
- Development of Social media Set-up and Launch Strategy. Media Launch announcement and Event preparations. Media Outreach and Procurement.

7/01 – 7/06

**Franklin Career Institute**  
(Non-profit)  
**Licensed Director/Instructor**

Brooklyn, NY

- Coordinated/oversaw all operations in the new branch of the Institute, including Financial, Human Resources, Marketing, Admission, Curriculum/Instruction, facilities, Books/Supplies, and Placement functions of a professional training institution licensed by NY State Education Dept. (NYSED) to ensure compliance with Bureau of Proprietary School Supervision (BPSS) regulations
- Developed/updated curricula to educate 300 18- to 60-year-old students in tri-state region
- Oversaw professional development of this diverse group to become CMA/CNA, Phlebotomists, EKG technicians, and Billing/Coding Specialists
- Recruited, hired and supervised 20 instructors and support staff members, monitored delivery of education as well as payroll/financial functions (Worker's Comp, compensation, health insurance, vacation/sick time)
- Conducted faculty performance appraisals and training as well as reviewed development of departments' curricula and technology plans
- Contracted and worked with consultants for industry research, technology integration advice, and development of programs/materials
- Facilitated strategic planning and set goals for recruitment of new students; conducted sales training for Admissions staff members
- Supervised Financial Aid Officer responsible for eligibility determination and processing; presented financial status/variance reports to Board of Directors and State/Federal Dept. of Education
- Coordinated operations of Student Advising Dept, oversaw contracts with internship providers and provided direct placement maintain/report placement statistics (placed 85% of students)
- Served as Instructor, on as needed basis, and for demonstration purposes (in programs including Medical Office Assistant, Medical Billing, Bookkeeping/Accounting, Business Office Management etc.)
- Led accreditation process of the school by Council of Occupational Education to obtain financial aide and work with grants

9/99 – 6/01

**DataArt Enterprises**  
**Account Manager**

New York, NY

- Served as North American Sales Representative and Accountant for New York Division of a software outsourcing services firm, with industry-specific software expertise in financial, telecoms, and media sectors (R &D in St. Petersburg and offices in London, San Francisco, Jacksonville, and Chapel Hill)
- Performed extensive Russian-English translation and market exchange facilitation to support business automation tools and system integration.

6/00 – 6/01

**Fordham University**  
**Research Associate, Statistics & Psychology**

New York, NY

- Served as Team Leader of 13 people on a Psychology Research team to provide in-depth research analysis on "Public Safety on City Streets," a government sponsored survey of the five Boroughs of New York City whose statistics were presented and published

**AFFILIATIONS**

- NYWA (New York Women Agenda) (Elected to serve on the Executive Board 2010)
- ICF (International Coach Federation)
- ICF-NYC (International Coach Federation in NY)
- ACP (Association of Psychological Testing)
- AHIMA (American Health Information Management Association)
- ASHIM (American Society of Health Informatics Management) (Elected to serve as the President of NYC Chapter)

**EDUCATIONS**

- 9/08      **The Life Coaching Institute**, London, England  
**Dip. LC** (Diploma in Life Coaching) (awarded with Distinction)
- 4/04      **Amstead University**, Rover Grove, IL  
**Ed.D.** (Doctorate in Education) based on publications and experience in adult learning management
- 5/01      **Fordham University**, New York, NY  
**BS** (Bachelor of Science) in Psychology  
Selected and completed FUEL (Fordham University Emerging Leaders) program
- 6/96      **ASA Institute of Computer Technology**  
Certificate in Computer Programming

**PROFESSIONAL DEVELOPMENT**

- 5/09      **CPP, MBTI Trust, Inc**  
Certificate of Completion – Counseling to Type: Motivating Students and Clients through Individualized Career Counseling Workshop (MBTI Certification Standard Met: III, IV, V, VII, VIII)
- 9/08      **ISSA (international Systems Security Associations)**  
Certificate of Completion – Data Breach Investigations Report
- 5/06      **Coalition of New York State Career Schools**  
Completed Advanced Classroom Management III course (30 hours)  
Completed Effective Classroom Communication II course (30 hours)  
Methods on Occupational Instructions I course (30 hours)
- 11/03      **Council on Occupational Education**  
“Team Leader Workshop” certificate program  
“Self-Study Workshop” certificate program  
“Improving Rates Workshop” certificate program
- 11/03      **New York State Dept. of Education**  
Director Training
- 5/03      **The Tolkachev Academy of Systematic Cognition**  
Associate Member privileges
- 1/01      **Cornell Presbyterian Hospital**  
Professional Interpreting (English – Russian)

**PUBLICATIONS**

Feygin, L., "A Cross-cultural Study of the Psychological and Spiritual Impact of Natural Disaster," International Journal of Group Tensions 31 (2), Summer 2002

Feygin, L., "Public Safety on City Streets," sponsored research published by U.S. Government, 2001

Multiple articles published in "Lifestyle" magazine (in Russian)

**OTHER**

Fluent in Russian, English