

## **Geri A. Smith**

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Sebastopol, CA 95472

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Successful business manager with solid marketing background **eagerly seeks reputable cosmetic surgical practice to manage**. Seven years experience running accredited cosmetic surgery centers, with proven record of scheduling surgeries through persuasive patient consultations. Intimately familiar with all aspects of cosmetic surgery business.

### **Strengths and accomplishments include:**

- \* Extensive managing/marketing experience
  - \* Pre-operative appointments
  - \* Chart auditing and ongoing studies
  - \* Account growth and retention
  - \* Highly empathetic and caring
  - \* Public speaking and marketing seminars
  - \* Excellent verbal / written communications
  - \* Thorough pharmacological knowledge
  - \* New patient consultations
  - \* Pre- and post-operative surgical assistance
  - \* Staff training, scheduling and management
  - \* Medical marketing and sales presentations
  - \* Team player with solid interpersonal skills
  - \* Computer-literate and skilled in Word/Excel
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## **Business Management Experience**

### **Cosmetic & Reconstructive Surgery Center (Dr. Jeffrey C. Smitherson)**

- Managed practice and 7-member staff, and oversaw three satellite offices
- Hired and trained front office personnel and created incentive programs
- Researched fee structures and marketing materials of competing surgical centers to ensure competitive pricing
- Provided cost-benefit analysis of practice
- Performed and audited patient charts
- Prepared and assisted with AAAHC reviews and ongoing Q.A. studies
- Worked with Dr. Friedman to create medical brochures on surgical procedures
- Opened an additional operating room and marketed to other doctors
- Cultivated opportunities for media coverage to promote the practice
- Consulted with new patients, estimated fees, and scheduled surgeries
- Provided post-op recovery, including follow-up appointments, removing sutures and staples, cleaning wounds, and applying dressings per doctor's orders
- Conducted pre-operative appointments, reviewed H and P, dispensed Rx's for meds and compiled consent forms

***Dr. Camille B. Levinson, Oakland, CA (no longer practicing)***

- Promoted to full-time manager for boosting cosmetic and reconstructive surgeries 200% in first six months
- Scheduled all facets of practice, including surgeries, CRNAs, pre/post op care
- Post-op recovery and discharge of patients
- Prepared and admitted patients for surgeries
- Assisted front office in chart reviews and day-to-day tasks
- Ensured patient satisfaction through timely follow-up
- Prepared and assisted with AAAHC reviews and ongoing Q.A. studies
- Provided support to Dr. Williams by accompanying her throughout California to various speaking engagements and conferences

***Dardi Investment Company, Sebastopol, CA***

- Runs business and financial affairs of a real estate company
- Manages sizable portfolio of company investments

***Dardi Food Service, Santa Rosa, California***

- Owned and operated up to 10 McDonald's Restaurants as a franchisee
- Oversaw staff of 450 employees and hired/trained managers in all facets of business, including food/labor costs, customer service and quality assurance

***Select Services, Tiburon, CA***

- Consulted with small business owners as a self-employed business consultant

**Employment History**

2000 – Present, **President and CFO**, Dardi Investment Company, Sebastopol, CA  
1993 – 2000, **President/Co-owner**, Dardi Food Service, Santa Rosa, CA  
1988 – 1993, **Manager**, Cosmetic & Reconstructive Surgery Center, Lafayette, CA  
1987 – 1988, **Manager**, Dr. Camille Williams' Cosmetic Surgery Center, Orinda, CA  
1986 – 1988, **President/Owner**, Select Service, Tiburon, CA  
1982 – 1985, **Assistant VP of Operations**, Commercial Bank San Francisco, S.F., CA

**Education and Affiliations**

- University of California, Berkeley, CA, B.S. in Business Administration
- University of California San Francisco Heritage Circle
- Cal Alumni Association
- WHAM – Women at Memorial Hospital, Santa Rosa, CA
- Federation of International Polo/U.S. Ambassador (through 2014)
- Junior League of San Francisco