

Teshera N. Hull

Leader | Collaborator | Innovator

From concept to implementation, I have a unique talent for identifying emerging trends and uncovering solutions. I thrive on creative challenges and enjoy building strong relationships along the way. My passion for mission-driven work is demonstrated throughout my career within publicly held and non-profit organizations.

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SKILLS

Strategic Planning

Competitive Analysis

Digital Marketing

Collaborative Leadership

Managing Complexity

RECENT ACHIEVEMENTS

ACS Introduction to Simulation-Based Teaching [🔗](#)

Continuing Medical Education program targeted to close the gap in educational programs for senior surgeons.

ACS Targeted Training Opportunities for Practicing Surgeons [🔗](#)

Groundbreaking national program to provide practicing surgeons with short-term educational experiences to learn new or advanced surgical procedures and techniques.

Optimizing Pain Management: An Evidence-Based Approach [🔗](#)

New online program to help surgeons master the complexities of perioperative pain management with the real-life strategies highlighted in each learning module.

ACS/ASCRS Simulation Model Development with Applied Medical [🔗](#)

A transanal mesorectal excision (TME) simulation model was successfully demonstrated at the 2019 ACS Clinical Congress and I produced the video summary as a communication tool.

PROFESSIONAL EXPERIENCE

American College of Surgeons

Manager, Division of Education 08/2017 - Present

A non-profit educational association of surgeons founded in 1913 to improve the quality of care for the surgical patient by setting high standards.

- Lead the Special Projects Team to create new and innovative clinical education programming, including conferences, elearning and live courses. Facilitate oversight of 9 committees and 50+ member volunteers.
- Create and implement digital marketing campaigns to maximize course enrollment across multiple surgical specialties, including content management of websites.
- Manage efforts to develop guidelines and establish accreditation for new programs which includes the formulation of standards, pilot testing, evaluating results and reformulating programs.
- Partner cross-functionally with internal/external stakeholders to conduct medical education needs assessments to identify education opportunities across the US.

Terumo Interventional Systems

Manager, Medical Education 03/2016 - 07/2017

Publicly held medical device company that markets a full line of medical devices for a wide variety of endovascular procedures.

- Managed annual training budget of \$720,000 and ensure all programs were completed within or under budget.
- Cultivated standards and protocols to identify and evaluate medical education programs for quality and relevance.
- Created, communicated and evaluated local marketplace insights for strategy optimization during new product launches.
- Formulated program evaluation processes to monitor the participants' progress and satisfaction, and overall effectiveness of the programs.
- Established systems to effectively manage data and information generated from these programs in a confidential, secure, and legally appropriate manner.

PROFESSIONAL EXPERIENCE

Cardiovascular Systems, Inc.

Manager, Northeast Medical Education 06/2014 - 12/2015

Publicly held medical device company focused on developing and commercializing innovative solutions for treating vascular and coronary disease.

- Identified, developed and managed key opinion leader (KOL) and faculty relationships in partnership with local Sales Leadership in multi-states across 5 sales regions, 50 sales reps and 57 KOLs to build local awareness of orbital atherectomy to increase revenue.
- Managed Regional Medical Education Budget totaling \$220,000 annually.
- Evaluated and communicated local marketplace insights to Marketing team for strategy and messaging integration.

Johnson & Johnson: Medical Device | Pharmaceutical | Consumer Products

Professional Education | Market Development | Sales Analytics 09/2001 - 06/2014

Publicly held manufacturer of the world's most comprehensive and broadly based health care products.

- ETHICON, Manager, Professional Education | Medical Device | Launched the initial obesity segment of the www.ethiconinstitute.com, an online learning portal. (8 years)
- JANSSEN, Manager, Market Development | Pharmaceutical | Created a promotional speaker's program to support sales professional in the recruitment of KOLS and executing valuable didactic programs. (4 years)
- NEUTROGENA, Associate Manager, Sales Analytics | Consumer Products | Conducted competitive analysis by gathering syndicated data (i.e. - IRI), developed and communicated strategic positioning proposals for the development of marketing campaigns. (1 year)

VOLUNTEER EXPERIENCE

Hyde Park Youth Symphony (2017 - Present) [!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\)](#)

Member and Chair of Communication Committee

Chicago Public Schools (2018 - 2019) [!\[\]\(9c2e8d1b5bd77cb5c9f83b7a9cff79fd_img.jpg\)](#)

Local School Council Representative - Elected Position

INTERNATIONAL CERTIFICATES, HONORS & AWARDS

Global Management Certificate - Latin America (2005)

Universidad Austral, Buenos Aires (Argentina)

Global Management Certificate - Asia (2006)

Hong Kong University of Science & Technology (China)

Golden Key International Honour Society [!\[\]\(166772600a13ad0a433053f90fe45649_img.jpg\)](#)

Lifetime Member - Pepperdine University

- World's largest collegiate honor society applicable to the top 15% of college and university students.

Beta Gamma Sigma Honor Society (BGS) [!\[\]\(f507db636256ac11a5525ef93ec6b8d7_img.jpg\)](#)

Lifetime Member - Pepperdine University

- BGS has chapters at only the top 5% of business programs, and only the top performing scholars from those programs are invited.

Employee Recognition Award

American College of Surgeons - 2019

- Extraordinary contributions to the mission, vision and goals of the Division of Education over and beyond the call of duty.

Global Standards of Leadership Award [!\[\]\(b78e2d0769ad682766c36e077fde3d60_img.jpg\)](#)

Johnson & Johnson - 2009

- Distinguished award for exemplifying leadership of the values of Johnson & Johnson's Credo.

EDUCATION

Master of Science in Communication

Northwestern University, Evanston, IL

- Cumulative GPA: 4.0

Bachelor of Science in Business

Pepperdine University, Malibu, CA

- Magna Cum Laude Honors