

DENNIS K. TARTAGLIA

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HEALTH, SCIENCE & NONPROFIT PUBLIC RELATIONS

Senior health communications strategist and manager with nearly 25 years of progressive experience in teaching hospitals, voluntary health agencies, and PR firms. Creator of numerous award-winning communications programs for foundations, health policy organizations, academic medical centers, professional associations, research institutes, biotech companies. Strengths in strategy development, media relations, health/science writing/editing, community and internal relations. Long-term relationships with national, international, regional and trade media.

RELATED EXPERIENCE:

2008-present **President**, TARTAGLIA COMMUNICATIONS, Somerset, NJ.

Provide consultation to healthcare, scientific and not-for-profit organizations. Areas of work include: strategy development; project management; media relations; health, science and proposal writing.

1998-2008 **Senior Vice President, Healthcare Practice**, M BOOTH & ASSOCIATES, New York, NY.

As part of public relations agency's management team, directed strategy and day-to-day work on healthcare and science accounts. Served as chief scientific and medical writer and media strategist. Supervised two staff, developed and managed programs and budgets, prepared and presented new business proposals and programs.

- Designed award-winning public relations campaigns for two national Robert Wood Johnson Foundation programs. These campaigns resulted in influential stories in the *Wall Street Journal*, *New York Times* and *Washington Post* and drove social change and policy adoption, motivated grassroots action, and stimulated new thinking among key stakeholders.
- Reversed declining applications for the Bristol-Myers Squibb Foundation's *Fellowship Program in Academic Medicine for Minority Students* through innovative, targeted communications.
- Leveraged strategic announcement of scientific results to enable Brookhaven National Laboratory to save \$13 million in funding. This program won PRSA's *Silver Anvil Award*.
- Designed publicity campaign for Peptor that resulted in the biotech firm's first pharmaceutical partnership. This campaign won PRWeek's *Healthcare Campaign of the Year Award*.
- Created media platform for leadership of Columbia University Medical Center, resulting in dozens of national news stories and re-establishing CUMC as a media resource.
- Developed numerous campaigns on quality of care and health disparities for IPRO, a nonprofit quality improvement organization. These campaigns educated consumers, stimulated provider action and led to disparity reduction and improvements in quality of care.
- Created media relations strategies that effectively positioned The Leukemia & Lymphoma Society's leadership in cancer research funding.
- Used partnerships and communications initiatives to help the American Board of Medical Specialties reduce resistance to its expanded physician certification requirements.

1997-1998 **Director, Public Relations & Marketing**, NEWARK BETH ISRAEL MEDICAL CENTER, Newark, NJ. Directed public relations and marketing functions of 617-bed urban teaching hospital. Supervised five staff and consultants; managed \$3.3 million budget. Provided strategic communications direction for key initiatives. Produced publications for all departments, oversaw compliance with new corporate ID standards during integration into St. Barnabas Health Care System.

- Developed medical center's first multimillion-dollar marketing budget.
- Launched Web site, employee and community newsletters, various branding campaigns.

1995-1997 **Director, Public Affairs & Marketing**, NYU HOSPITAL FOR JOINT DISEASES, New York, NY. Planned and implemented all public relations and marketing campaigns for 220-bed specialty hospital. Areas of responsibility included publicity, publications, community relations, and advertising. Managed \$500,000 budget and supervised two full-time staff.

- Achieved unprecedented ongoing regional and national media coverage.
- Recruited Gloria Estefan and Tony Randall to record hospital's first radio ads, pro bono.

- 1991-1995** **Director of Public Affairs**, NATIONAL MULTIPLE SCLEROSIS SOCIETY, NEW YORK CITY CHAPTER, New York, NY. Planned and managed media campaigns and sponsorships, developed PSAs, advertisements, and promotional videos. Edited publications. Recruited celebrities and coordinated their involvement in various fund-raising and public service campaigns.
- Created award-winning publications and publicity campaigns. Supported income growth.
- 1990-1991** **Director of Community Relations & Development**, UNITED CEREBRAL PALSY ASSOCIATIONS OF NEW JERSEY, Trenton, NJ. Wrote, edited and designed all publications. Wrote and placed press releases and feature stories. Managed fund-raising and affiliate relations.
- Regularly placed stories in major daily newspapers on service, advocacy and development initiatives. Raised record income through special events, grant proposals, direct mail.
- 1987-1989** **Director, Worksite Programs**, AMERICAN HEART ASSOCIATION, NEW JERSEY AFFILIATE, North Brunswick, NJ. Directed statewide corporate health promotion program. Produced marketing and training materials and marketed program to corporations.
- Developed and successfully implemented new program and recruited 60 corporate participants.
- 1985-1987** **Program Director**, AMERICAN CANCER SOCIETY, BERGEN UNIT, Hackensack, NJ. Directed all public and professional education programs. Produced program brochures, developed and placed press releases. Recruited and trained volunteers, spoke to community groups.
- Increased annual program participation by 40% through aggressive outreach.

SELECTED AWARDS:

- 2008** PRSA *Bronze Anvil Award of Commendation, Media Relations – Healthcare Services*; PRSA *Big Apple Award, Marketing Healthcare Services*; *Nonprofit Campaign of the Year*, PRWeek (Finalist); *SABRE Award, Healthcare Providers* (Finalist); *Pyramid Award*
- 2007** *Media Relations Campaign of Year*, Nonprofit PR Awards (Honorable Mention); *MarCom Award*
- 2006** *Silver Anvil Award*, Public Relations Society of America (PRSA); *Gold Mercury Award* (2); *Inaugural O’Dwyer’s Public Communications Award*; *Platinum MarCom Award*
- 2005** *Innovation Award*, PRSA Health Academy; *Bulldog Awards* (2); *Gold Mercury Award*
- 2003** *Healthcare Campaign of the Year*, PRWeek
- 2001-2007** *Nine Big Apple Awards* (PRSA-NY)
- 2001, 2006** *Inaugural eMBy Program of the Year* and *Rodney awards* (M Booth & Associates)

PROFESSIONAL LEADERSHIP POSITIONS / MEMBERSHIPS:

- Member, Advisory Board, Quinnipiac University School of Communications, 2008-
- Member, Board of Directors, PRSA Health Academy, 2007-
- Awards Chair, 2007-2008; Vice Chair for Communications, 2009-
- Healthcare Public Relations & Marketing Society of Greater New York, 2000-
- Director, 2001-2003; Treasurer, 2003
- Member, National Association of Science Writers , 2004-
- Member, Science Writers in New York, 2004-
- Member, American Medical Writers Association, 2008-
- Member, Publicity Club of New York, 2009-
- Member, Advisory Board on Art and Addiction, Johns Hopkins School of Medicine, 2005-

OTHER PROFESSIONAL ACTIVITIES:

- Senior Judge, *Big Apple Awards* (1994-present); Judge, *Silver Anvil Awards* (2007-)

EDUCATION:

- 1984** **M.A.**, Montclair State University, Upper Montclair, NJ *Magna Cum Laude*
- 1979** **B.A.**, Ramapo College of New Jersey, Mahwah, NJ
- 1988-1989** Completed additional coursework in public health, University of Medicine & Dentistry of NJ