

CAREER PROFILE

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I. EDUCATION

Ph.D. Communication Arts, University of Wisconsin, Madison, 1981. Primary areas of specialization are in the theory and practice of public communication, public persuasion, and shaping public opinion. Extensive research has also been conducted in the areas of organizational and interpersonal communication. In completing the doctoral thesis, special research was conducted at Yale University where the papers of Walter Lippmann (regarded as one of the foremost columnist in the 20th century) are archived. Interviews with *Eric Sevareid*, CBS News, *James Reston*, New York Times; and *Marquis Childs*, St. Louis Post Dispatch were also conducted. Advocacy journalism as a genre of discourse, and the role of the political columnist in shaping public opinion and impacting public policy, is thoroughly examined.

M. A. Political Science, University of Wisconsin, Madison, 1974. Emphasis on government and governing, leadership styles of political leaders, demographic analysis relative to voting behavior, political socialization, and the history of the development of American political thought.

M. A. Communication Arts, University of Wisconsin, Madison, 1972. Study of the theory and practice of public persuasion in social movements with a focus on the Civil Rights and Women's Liberation movements.

B. A. Speech, Millsaps College, Jackson, Mississippi, 1970. Substantial course work in mathematics.

Extensive seminar training in Municipal Budgeting, 1976 - 1980. Emphasis on Program and Performance Budgeting and the principles and techniques of Zero-Based Budgeting.

II. CURRENT POSITION

President & CEO, Ellis Management Marketing Group, d/b/a EMMG, November 2006—Present

Ellis Management Marketing Group (EMMG) is a full service communications firm, which specializes in message development for organizations and individuals in the public and private sectors. Services include the development and implementation of strategic communication/marketing plans, specialty publications, customized seminars and workshops, ad copy for print and electronic media, and speech writing.

III. PAST POSITIONS

President, Partnership for Children, July 2000---October 2006

The Partnership for Children is a bi-state nonprofit education and advocacy organization serving the Greater Kansas City metropolitan area. Its mission is to work collaboratively to protect and improve the quality of life for children and youth through advocacy, research, and mobilization. Major achievements can be provided upon request.

President & CEO, Ellis Management Marketing Firm, 1990—2000

Founder of a full-service consulting firm, Ellis Management Marketing Group (EMMG), to provide marketing and business services to health care organizations and other related businesses. Areas of specialization and expertise included marketing, strategic planning, organization assessment, product line analysis, and client/customer services development. EMMG's primary target markets were managed care organizations,

pharmaceutical manufacturers and other providers of health care services and products. Other clients included small businesses and information technology providers.

Developed a series of educational programs addressing a changing health care delivery system that received national and local accreditation for continuing education units (CEUs) for health care professionals.

Director, Marketing and Development, Marion Merrell Dow Inc., 1987 - 1991

Provided leadership and strategic direction for all marketing and sales activities for Marion Laboratories' (which became Marion Merrell Dow and now Hoechst Marion Roussel) managed health care segment nationwide, representing \$600 - 700 million in annual sales.

Achievements:

- A. Conceptualized and developed marketing department with a home office and field staff of 46 to address the needs of the managed care market.
- B. Within a four-year period, successfully moved Marion Laboratories/Marion Merrell Dow from #22 to the #1 position among pharmaceutical companies addressing the needs of the managed health care industry.
- C. Launched the *Marion Managed Care Digest* series, a semi-annual publication that received national recognition. Also managed the development and publication of the HMO, PPO, Long-Term Care, and other supplemental editions.
- D. Developed national and regional symposia series to educate and inform industry participants about all facets of managed health care.
- E. Successfully developed relationships and negotiated multi-million dollar contracts with major managed care organizations.
- F. Developed internal communication materials, including a newsletter and training manuals, to educate and inform the Marion/MMD sales force about the managed health care market and to ensure consistent communication of the information throughout the corporation.

President and CEO of JASA Management Marketing Group, 1986 - 1987

Provided marketing services with a specialization in health care system development, including:

1. Market analyses
2. Business plan development
3. Promotional, advertising and public relations
4. Staff training

President and CEO of Milwaukee Community Health Plan, Inc., 1984 - 1986

Developed, from inception, a health maintenance organization (HMO) comprised of community health centers and group practice providers to serve Medicaid and the private pay members.

Achievements:

- A. During the first 1½ years of operation:
 1. Grew subscriber base from 0 - 15,000 members
 2. Generated revenues of \$8.5 million
 3. Assembled a talented staff of 40
 4. Organized five corporate divisions
 5. Grew health center/group practice provider network from 6 to 16
- B. Managed corporate operations that included negotiating contractual agreements for sixteen (16) participating health centers/group practices, seven (7) hospitals, and other health care providers.

- C. Negotiated contractual agreements at the state level with local hospitals, home health agencies, alcohol and drug abuse agencies, mental health and other health care providers.
- D. Monitored legislation and changes in health care policies at the state and national level.
- E. Promoted product lines (benefit packages) to address the diverse needs of the general populace which included Medicaid, Medicare and private employee groups.

Staff Consultant to Mayor Henry W. Maier, Milwaukee, Wisconsin, 1976 - 1984

Duties included revising the City of Milwaukee budget system, analyzing city policies and legislation, community liaison work, and speech writing.

Achievements:

- A. Developed a new budget system for the city of Milwaukee. ADAP (Allocation/Decision-Accountability/Performance) is a budget system that uniquely combines performance and program budgeting with aspects of zero-base budgeting. It received national and international attention and was presented at an international symposium in Bonn, West Germany. In 1982, authored the article published by the U.S. Conference of Mayors and the National League of Cities, and distributed to municipalities 30,000 population and over.
- B. Assisted with the development of major city programs and city legislation.

IV. OTHER PROFESSIONAL EXPERIENCE

Contributing Columnist, The Kansas City Star, January 2000 -

Contributing Columnist, The Kansas City Call, 1991, February, 2002 -

Contributing Columnist, The Kansas City Globe, January 1989 -

Contributing Columnist, The Missouri State Post, January 1999 -

Columnist, The Milwaukee Community Journal, October 1983 - 1986

Contributing Columnist, The Milwaukee Business Journal, June 1985 - 1986

News Analyst/Commentator, WISN Radio, Milwaukee, WI, 1974 - 1976

Analyzed local, state and national issues of public interest, wrote and delivered a three-minute broadcast daily covering those issues.

Writer, Milwaukee City Council, 1975 - 1976

Researched, wrote and/or edited informational brochures on issues (e.g. city services, property taxes, etc.) of public concern. Also wrote speeches and news releases under deadlines for members of the legislative body.

Teaching Assistant, University of Wisconsin, Madison, Department of Communication Arts, 1971 - 1974

Taught courses on the principles and techniques of public communication and public speaking. Both theory and practical application were emphasized in courses taught to university freshmen, sophomores, and juniors.

V. OTHER NOTED ACHIEVEMENTS

- A. Candidate for mayor of Kansas City, MO in February 2007, finished 6th in a field of 12 in the primary election; and in 1999, was a candidate in a field of seven, losing the primary election by a very small margin, about 1%.
- B.

- C. January 2000—December 2002, developed and produced a 60-second radio educational program, *“Building a Better Financial Future,”* which aired AM & PM drive time on two of the top three Arbitration rated radio stations serving the metropolitan area of Kansas City.
- D. April 1985. Founder of REACH FOR THE STARS, a teen pregnancy prevention program with volunteer role models. The program focused on developing self-esteem, and career development. It received national attention and was featured in five (5) national publications, national and local television and radio programs. After its inception, requests to start similar programs were received from 107 cities across the country.

VI. RECOGNITION

1. **SILVER BEAVER AWARD**, November 2003, for distinguished service to youth, Boys Scouts of America, Heart of America Council highest honor
2. **CAREER FOCUS**, November 1998
3. **“Kansas City 100 Most Influential” Award**, Kansas City Globe, 1996
4. **CAREER FOCUS**, November/December 1989
5. **“Black Achiever in Industry Award,”** Kansas City, KCLC, 1989
6. **MILWAUKEE MAGAZINE**, “The 86 Most Interesting People in Milwaukee,” January 1986
7. **ABC’S GOOD MORNING AMERICA**, February 1986
8. **JET MAGAZINE**, March 1986
9. **READER’S DIGEST**, April 1986
10. **HOSPITAL’S MAGAZINE**, April 1986
11. **ESSENCE MAGAZINE**, “In the News,” May 1986
12. **BLACK ENTERPRISE MAGAZINE**, “In the News,” May 1986
13. **WOMEN IN COMMUNICATIONS**, Headliner Award for Service to the Community, June 1986
14. **ESQUIRE MAGAZINE**, “Men and Women Under Forty Who Are Changing the Nation,” December 1986
15. **WITI-TV 6**, Jefferson Award Nominee, 1986
16. **TIME MAGAZINE**, December 9, 1985
17. **THE CHRISTIAN SCIENCE MONITOR**, December 1985

VII. PUBLICATIONS

1. **Compliance Monitor**, 1995 - 1998, a Bimonthly publication on Disease Management
2. **Rx Dialogue**, 1993-1995, A Quarterly publication on Managing the Drug Benefit
3. Series of articles written for **Pharmaceutical Representative 1994**
 - “Maximizing Physician Calls in Managed Care”
 - “What Is an IMS”
 - “You Are in the Contract Selling Business Now”
 - “How Formularies Impact Your Sales”
4. “Drugs As a Cost-Efficient Resource,” **Medical Interface**, September 1988 Reprinted, 1992
Product Management Today
5. “Making a Match with Managed Health Care,” **Pharmaceutical Executive**, August 1988

VIII. COMMUNITY SERVICE AND ORGANIZATIONAL MEMBERSHIPS

Community service has also included memberships and service in a number of civic organizations: Planned Industrial Expansion Authority (PIEA), Kansas City, MO; Alliance for Children & Families (National); Prep-KC Regional School Reform Initiative; Alliance of United Way Agencies; Children’s Peace Pavilion

Greater Kansas City Women's Political Caucus; Missouri K-16 Task Force to Close the Achievement Gap; Mayor's Collaborative on Education Improvement; Missouri Board of Accountancy; Kansas City Affiliate Susan G. Komen Foundation; Friends of the Zoo.