

# TARA HANDRON

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Tara T. Handron is Regional Vice President in the Greater Washington, DC Area for the Caron Treatment Centers, a leading non-profit organization in the field of comprehensive residential drug and alcohol treatment based in Wernersville, PA. Ms. Handron is responsible for the overall direction of the region's strategic plan, expansion, and success. Her skills include marketing, communications, board leadership and management, business development, fundraising, public relations, and operational oversight and implementation. In addition, Ms. Handron is the founder of What's a girl to do Productions, a theatrical venture that specifically highlights works about alcoholic recovery and mental health. As part of this initiative, Ms. Handron is the writer, producer, and sole performer of a one-woman critically-praised play about women, alcoholism, rehabilitation, and recovery called Drunk with Hope in Chicago.

## **EMPLOYMENT EXPERIENCE**

### **Caron Treatment Centers, Wernersville, PA and Bethesda, MD**

*Regional Vice President, November 2010-Present*

- Driving overall growth and development of Caron in the greater DC region through strategic planning, developing partnerships and programs, and being the "face" for Caron locally
- Establishing physical office space and operations in Bethesda, MD
- Continuing to strategically grow and manage the Caron DC Advisory Board including but not limited to recruitment of influential individuals, consistent communications, meeting organization, relationship building and board fundraising
- Providing Caron with opportunities and relationships in the DC area that did not previously exist
- Producing and building Caron's Recovery for Life Gala annually since 2012 which has collectively raised almost \$1,000,000 for treatment scholarships and raised Caron's profile in the DC area
- Involving and engaging political figures, national recovery advocates, and other well-known individuals in the galas as committee members, honorees and keynote speakers increasing attendance and fundraising
- Providing concierge service, support and resources to families before, during and after a patient goes through Caron and is much beyond what is offered by most other centers
- Leading the Caron DC team that generated over \$9,000,000 in patient revenue in the last fiscal year
- Grew number of support groups in the greater DC area from two groups meeting once per month into multiple groups meeting throughout each month in DC, Maryland, and Virginia
- Effectively financially managing the regional budget and financial obligations; Caron DC operated significantly under what was budgeted in the last fiscal year
- Creating and executing creative solutions such as a newly revised position that provided more administrative support to Caron DC, Caron Philadelphia and helped save a fledgling program for veteran couples while still remaining within budget

### **Booz Allen Hamilton, Herndon, VA**

*Associate-Human Capital and Organizational Change Management, June 2008-November 2010*

- Won two monetary Booz Allen Hamilton Performance Awards for individual excellence
- Possessed a secret level clearance

#### *Workforce Transition and Training/Facilitation*

- Supported client on-site and addressed challenges related to a large scale organizational transition to a pay-for-performance compensation system resulting in better stakeholder accountability
- Reorganized and streamlined client's multi-regional implementation tasks tracking system creating accountability and ensured a successful program launch
- Led a team of five consultants in reviewing and critiquing of employee job objectives resulting in on-time delivery of products and follow-on work
- Proposed and helped win additional client work resulting in an agency-wide self-assessment writing training program

- Participated in the training program design and development which provided the basis and materials for an agency-wide, international training initiative
- Trained over 200 employees, domestically and internationally ensuring this agency met its federally mandated objective

#### *Communications and Marketing*

- Led and managed a video production team that produced informational videos to communicate the pending large scale change to be affecting stakeholders and their jobs
- Co-developed and updated program-level communications plan conveying tactical communications activities based on in depth stakeholder analysis for three distinct projects
- Co-developed and launched a leadership engagement program, Change Champions, to assist supervisors and directors through the organizational change as well providing training tools
- Created and deployed stakeholder survey to gauge over 3,000 employees' awareness and understanding, create a baseline for future surveys, and drive communications efforts
- Analyzed, developed strategies and implemented solutions from data gathered from over 20 focus groups conducted with a variety of stakeholders from local supervisors to regional directors
- Managed new team members on project, acclimating and on-boarding them
- Managed creative team and provided guidance for creating strategic communications products
- Established on-site resource room strategy for stakeholder education and change preparation
- Developed numerous presentations and proposals defining the role of effective communications and marketing in organizational change management
- Co-created briefings and media strategies for leadership and congressional audiences
- Superior relationship building within the client environment which resulted in requests from client for more effort and support at pilot site

#### **Major, Lindsey & Africa, Chicago, IL and Washington, DC**

*Associate and Partner Practices Specialist, 2005 to 2007*

- Researched, targeted, and established relationships with highly credentialed associates and partner candidates, with a minimum of \$1,000,000 in business
- Obtained financial and statistical information for analysis and presentation to firms
- Developed reports and promotional presentations for internal and external use

*Client Relations Administrator, 2001-2005*

- Significantly revamped the local job reports which were then requested for firm-wide distribution
- Trained new employees on and ensured integrity of firm-wide recruiting and resource database
- Liaison between clients and candidates, submitting candidate materials and setting up interviews
- Proofed, reviewed, and revised candidate submissions and client position descriptions

#### **EDUCATION**

##### **Georgetown University-Graduate School of Arts and Sciences, Washington, DC**

M.A. awarded with High Distinction- Communication, Culture & Technology, 2008

Honors: Research Assistantship -Pew Charitable Trust Youth Voting study

##### **New York University-Tisch School of the Arts, New York, NY**

B.F.A. - Drama/Performance, 2nd Concentration - Anthropology, 1996

##### **Harvard University-Summer School, Kenya, Africa**

Certificate - Archaeological/Anthropological Field Program, 1993

#### **SKILLS AND INTERESTS**

- Former professional actor who performed in theater and voice-overs New York and Chicago
- Performed solo show in many cities including Washington, DC, Chicago, Atlanta, New York City and Los Angeles
- Avid runner who has completed two marathons, three half marathons and many 5ks and 10Ks for various charities