

# STERLING R. MORRIS, M.S.

I lead at the intersection of creativity and structure, elevating my team's impact

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## KEY IMPACT



### Boosted Media Storytelling

Pitches ideas to our media team, increasing news releases by 173% from '18-'22, telling our Community Health story.



### Personal Brand Building

Designed, developed, and runs ongoing executive strategy, growing the number of EVP and SVP internal and global speaking engagements by 716% from '17-'22.



### Raised Mission-Advancing Money

Directed messaging collateral in partnership with the foundation, achieving a record-breaking \$7.2 million while supporting Logan Regional Hospital.

## STRENGTHS



### Building Systems for Impact

We can do anything but not everything. So I build and organize systems to prioritize and preference mission-critical work, bringing clarity to what's most essential and impacting performance.



### Creativity

I solve complex problems with creativity, weave creativity into my work, and encourage creative thinking in a team and collaborative setting.



### Self-Directed Learning

My curiosity drives me. When I don't know something that could benefit my ability to contribute, I take the initiative to learn it by consulting with experts, reading, researching, and practicing. Then I apply my knowledge to help my organization succeed.



### Servant Leadership

I focus on supporting the well-being of my team, unleashing them to impact the organization in meaningful, expanded ways.

## AWARDS



### Gold Winner: Cancer Awareness Advertising Awards

## OBJECTIVE

As a highly enthusiastic and creative professional, I eagerly anticipate advancing our Intermountain Mission as Region Director of Internal Communications. With a solid communication strategy and project management foundation, I am thrilled to collaborate with the Canyons' Region Vice President of Communications and the leadership team to craft and execute cohesive regional strategic communications plans. My zeal for fostering positive relationships and producing top-notch communications renders me a perfect candidate for this role. Equipped with outstanding analytical and problem-solving abilities, I am ready to enhance the organization's success by adeptly handling numerous projects and generating significant outcomes.

## EXPERIENCE

### Enterprise Marketing and Communications Manager

#### INTERMOUNTAIN HEALTH

10/2018 - Present Salt Lake City, UT

Intermountain is a nonprofit system of 33 hospitals and 385 clinics and is recognized as a leader in transforming healthcare.

- Drives leader-informed marketing strategy in a complex matrix organization using I.O.M. principles toward exceeding Community Health comms goals.
- Acts as a servant leader to a talented, engaged team, building their skills and improving our service to stakeholders.
- Spearheads Chief Community Health Officer comms metric-driven strategy, growing the Intermountain brand and the leader's profile in national settings.
- Develops and maintains marketing and communication assets, including the *Community Health Impact Report*, websites, events, and newsletters.
- Utilizes Workfront and SCRUM to bring strategic alignment, clarity, and transparency to our work for stakeholders.
- Collaborates with our social media team, increasing engagement by 800%, with year-over-year growth from '18-'21.

### Marketing and Communications Manager

#### Intermountain Logan Regional Hospital

05/2015 - 10/2018 Logan, UT

Logan Regional is a 148-bed community hospital located in Northern Utah

- Engaged as hospital's executive leadership team member, guiding hospital strategy for this nationally recognized hospital.
- Led multi-platform marketing campaigns, boosting year-over-year patient volumes and brand awareness, all while staying at or below 100% of the budget.
- Motivated regional social media team, growing impressions by 55% from 6.6 million in '15 to 10.1 million in '17.

### Communication Specialist

#### Intermountain Logan Regional Hospital

04/2013 - 05/2015 Logan, UT

Logan Regional is a 148-bed community hospital located in Northern Utah

- Developed an operationally efficient standard to bid out significant projects, saving Intermountain Health \$30,000+ in resources.
- Drove marketing to increase race event participants by 40% in the first year, resulting in \$70,000+ in event revenue.

### Co-Founder

#### PoliticIt

09/2011 - 05/2014 Logan, UT

PoliticIt is the world's first big data startup in politics.

- Built and grew a national political news network, syndicating results with national publications, including *CNBC*, *Yahoo! Finance*, & *MarketWatch*.
- Responsible for leading product development, including beta testing, focus groups, and product analysis.
- Launched a 48-state national marketing tour, meeting with the national press along with senatorial and congressional candidates.

### Founder and Operator

#### Sterling Signature Studios

08/2007 - 12/2015 Logan, UT

Sterling Signature Studios was a video production company.

- Produced and distributed videos for businesses and government entities.

## VOLUNTEERING

### Board Member

#### Bridgerland Literacy

📅 02/2015 - 09/2019

I served as a board member for Bridgerland Literacy, a nonprofit that offers free tutoring assistance in reading and writing to adult learners who are conversational in English. I collaborated with the board to help the organization raise funds and market its services.

## SKILLS

Adobe Creative Suite

Brand Management

Business Strategy

Events & Public Events

Executive Comms    Insights

Intermountain Performance Board

I.O.M.    Marketing & SEO

Mentoring    P.I.O.

Performance Monitoring

Presentation Design    Proactivity

Project Management    Research

Social Media    Strategic Planning

Video Production    Writing

## CERTIFICATION

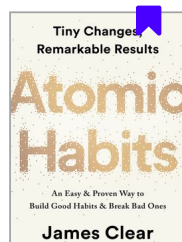
### Healthcare Leadership for Mass Casualty Incidents

U.S. Department of Homeland Security

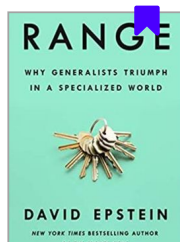
### Responsible Conduct of Research

University of Miami

## BOOKS THAT INFLUENCE MY LEADERSHIP



Atomic Habits  
James Clear



Range  
David Epstein

## EXPERIENCE

### Social Media Director

#### Jon M. Huntsman School of Business

📅 12/2009 - 05/2012    📍 Logan, UT

The Jon M. Huntsman School of Business is located at Utah State University in Logan, Utah.

- Built a website and drew 20,000+ new followers on social media, boosting the school's digital presence tenfold.

## EDUCATION

### Ph.D., Instructional Technology and Learning Sciences

#### UTAH STATE UNIVERSITY

📅 08/2014 - Present

### M.S., Management Information Systems

#### UTAH STATE UNIVERSITY

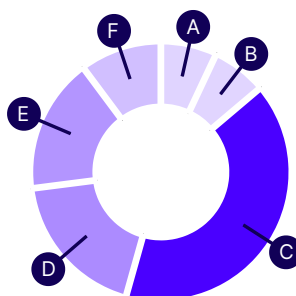
📅 05/2010 - 05/2012

### B.A., Economics

#### UTAH STATE UNIVERSITY

📅 08/2006 - 05/2010

## WHERE I SPEND MY PROFESSIONAL TIME TO MAXIMIZE IMPACT



- A Performance reporting
- B Personal development
- C Project management
- D Stakeholder engagement
- E Strategy development
- F Team building

## RECOGNITION FROM MY LEADERS, COLLEAGUES, AND TEAM

"It takes a very special person to make Finance understandable."

Janie Wade, Former Chief Financial Officer

"Sterling is a rock star! Patient, professional, thorough."

Mikelle Moore, former CCHO

"Sterling is extremely accountable and detail-oriented."

Chris Dalin, VP, MarCom

"His intellect is encouraging. His rising-tide-servant-leadership style lifted my Intermountain boat and the boats of those around me."

David Neville, Communications Specialist, MarCom

## INDUSTRY EXPERTISE

### Relationship Building



### Communications



### Analytics



### Problem-Solving

