

# Kanna Mora

Regional Director

## Profile

A dynamic and results-driven Regional Director with 5 years of experience, offering a proven track record of leading and executing strategic initiatives to drive growth and achieve operational excellence across multiple locations. Highly skilled in team leadership, business development, and stakeholder relationship management, consistently delivering enhanced revenue and profitability. Demonstrates exceptional communication and analytical abilities, coupled with a strong commitment to driving continuous improvement and innovation.

## Employment History

### Regional Director at KentuckyOne Health, KY

Mar 2023 - Present

- Successfully increased overall patient satisfaction by 25% within two years by implementing targeted improvement strategies and fostering a culture of patient-centered care across all facilities in the region.
- Streamlined operational efficiency by 15% through the consolidation of services, negotiation of better contracts, and implementation of cost-saving measures, resulting in annual savings of over \$3 million for the organization.
- Spearheaded the expansion of telemedicine services in rural areas, increasing access to quality healthcare for over 10,000 patients and reducing emergency room visits by 20% within the first year of implementation.

### Associate Regional Director at Anthem Blue Cross and Blue Shield Kentucky, KY

Sep 2018 - Feb 2023

- Achieved a 25% increase in new client acquisitions within the region, by implementing targeted marketing campaigns and enhancing broker relationships, resulting in an additional \$5 million in annual revenue for Anthem Blue Cross and Blue Shield Kentucky.
- Streamlined operations and improved customer service response times by 40%, through the successful implementation of a new CRM system and comprehensive staff training, leading to a 15% increase in customer retention rates.
- Successfully led a team of 30 sales representatives to exceed annual sales targets by 15%, generating over \$20 million in revenue and contributing to Anthem Blue Cross and Blue Shield Kentucky's overall growth and market share in the region.

## Certificates

### Certified International Project Manager (CIPM)

Jan 2022

✉ [kanna.mora@gmail.com](mailto:kanna.mora@gmail.com)

☎ (725) 096-0697

📍 123 Bluegrass Lane, Lexington, KY 40508

## Education

### Master of Business Administration in Regional Management at University of Kentucky, Lexington, KY

Sep 2014 - May 2018

Relevant Coursework: Regional Business Strategy, Cross-Cultural Management, Regional Economics, Sustainable Development, International Marketing, Operations Management, Financial Analysis, and Corporate Governance.

## Links

[linkedin.com/in/kannamora](https://www.linkedin.com/in/kannamora)

## Skills

Budgeting

Negotiation

Salesforce

Team-building

Market analysis

Microsoft Excel

Conflict resolution

## Languages

English

Portuguese