



MARKUS HILBERT

VISIONARY, ADVOCATE, DRIVER, LEADER, INNOVATOR,
EDUCATOR, COMMUNICATOR, COACH, STRATEGIST,
SYNTHESIZER

PERSONAL PROFILE

I have been involved in the hearing health care industry since 1995 in both private and public health. This included sales and clinic management, business development, consulting, online and offline technology initiatives, and university instruction. This experience coupled with ongoing self-development and education has led me to seek further opportunities outside of the hearing healthcare industry and based on my political science background and outreach experience, in either the for-profit or non-profit sector.

I am known for being a strategist, advocate, and essentialist. My passion is to inspire and motivate people with a fresh perspective to problem-solve and innovate. I achieve this through efficient, understandable, evidence-based solutions on how to refine how we do what we do. Continuously keeping an emphasis on ethics, stakeholder satisfaction, developing people, system improvements, trend setting, and differentiation. To complete this I have a proven track record for concept-to-implementation follow-through that can be transferrable to either the for-profit or non-profit sector.

CONTACT



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WORK EXPERIENCE

Founder/Clinical Director

Fort McMurray, AB

Ossicle Fort McMurray Inc.

2016-2021

- Co-Founder providing leadership in clinical services via professional staff development, project management, monitoring patient care initiatives and managing operational processes.
- Ongoing clinic development, management, marketing, relationship-building and community development, and brought a core health service to a previously under-served community.
- Continued to achieve higher than industry average sales during COVID (March/ April). During COVID and the flood, clinic protocols were adjusted, but the clinic was not closed.
- A flood occurred just as Allied Health restrictions were lifted, shutting the office down. Nonetheless, industry average unit sales were still achieved with no office to work from based on recalls, database management, and third-party application follow ups.
- During this time two new clinicians were hired. The training and integration of new team members during a time of significant change and relocation was a significant component of successfully managing change.
- Within 2 weeks of finding a new space, a new office was built out and renovated, equipped for additional staff and equipment, and reopened to the public with a full schedule and about 3-4 weeks of schedule fill, and achieved twice the industry average monthly fittings within 2 weeks of operations.
- Created a proven clinical patient care system that guarantees a 90%+ conversion rate from testing to fitting with a less than 1% return rate (industry average 20%) resulting in over 500 units per annum, which is 2.5 times industry average prorated for clinician output.

Founder/Clinical Director

Kelowna, BC

Ossicle Hearing Inc.

2016-2019

- Business Development, Clinic Director, Patient Care, Project Management, Community Outreach, Clinical Protocol Creation.
- Designed a unique care model and detailed business plans to outline finances, goals, and operations of company, hired and trained 7 employees in operations, sales, and customer service.
- Created a unique full-service and disruptive clinic model with unique combination of products and services and show-cased in Switzerland at the world's largest conglomerate as model of the future of hearing care.
- Leveraged social media, including Facebook, to expand market reach and facilitate sales.
- Owned and managed daily operations, including supervising employees and providing onsite training and continuing education to staff.
- Set unique pricing structures according to market analytics and emerging trends.

OUTREACHES

Malawi, Africa

20 years ago I started Lifeline Malawi for Dr. Chris Brooks' medical work in rural Malawi. I led the organization, created a Board, and passed on the torch to more capable and experienced partners.

Ongole, India

During grad school I coordinated the audiological outreach as part of a YWAM medical team including procuring, delivering and setting up all equipment, hearing aids and a fully outfit lab, thereby setting up my first fully operational clinic in 2 weeks.

SKILLS

Visionary Leadership
Strategic Planning
Communications and Negotiation
Brand-building and awareness
Budget Management and Fiscal Responsibility
Business Development
Outstanding Customer Service
Customer Relations and Retention
Marketing Strategies and Planning
Team Training and Development
Team Leadership
Employee Development
Program Creation & Implementation
B2B and B2C Relations
Strong Community Relations
Content Development
Public Speaking and Engagement
Presenting and Pitching
Critical Thinking

INTERESTS

Time with family and friends, music including playing violin, guitar, learning bass, audiobooks, reading, podcasts, motorcycling, boating, camping, hiking, cycling, exploring, travelling

- Collaborated with staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability.
- Enhanced operational performance by developing effective business strategies, systems and procedures.
- Supported community outreach initiatives by partnering with local organizations and synergetic care providers.

Owner/Consultant Kelowna, BC

WAVES HEARING INC.
2012-2016

- Provided clinical services to corporate clients
- Coaching staff and management on best practices, maximizing profitability and increasing sales while reducing returns
- Developed clinical protocols for clients
- Managed multiple clinics for larger clients as Regional Manager
- Consulted on marketing, business development, differentiation, and sales processes
- Provided online courses and master classes
- Published several articles
- Keynote speaker at large regional event, 2014

Founding Director Calgary AB, Kelowna BC

EAR WORKS INC. and HEARING PAGES INC.
2005-2016

- Developed industry-specific patient information system
- Provided sales, on-boarding, training, and support services
- Engaged in research and development
- Developed industry-specific social media online portal and search engine for all industry stakeholders
- Provided acquisitions support, headhunting, sales coaching, and other supports to B2B clients

Public Health Audiologist Fort McMurray, AB

ALBERTA HEALTH SERVICES
2012

- Re-instituted a dormant clinical service
- Provided departmental efficacy studies and ethics reviews
- Developed protocols for inter-disciplinarian care strategies
- Enhanced scope of practice of Department services
- Provided clinical services

Instructor Edmonton, AB

GRANT MACEWAN UNIVERSITY
2011 - 2016

- Taught technology, ethics, and business management courses in the Hearing Aid Practitioner Program, both online and on-site in-person lectures

Owner/Operator Edmonton, AB

CHINOOK HEARING INC.
1998-2011

- Quadrupled sales during tenure
- Business manager, clinical director, and team lead
- Developed new clinical protocols and marketing strategies
- Many public appearances on television, radio, and webcasts

Education

2010-2020		Advanced Clinical Certifications		VES, AiB, Zen, CM, TRT, Lyric, Roger & Queens School of Business programs
2009		Salus University		Doctorate Degree, Audiology
2002		Portland State University		Master of Science Degree, Speech and Hearing Sciences
1995		University of Alberta		Bachelor of Arts, Double Major in Political Science and German