MARC A SCHWARTZ

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Ph.D. Clinical Psychologist

As a dedicated clinical psychologist, I am deeply committed to helping individuals navigate the complexities of their mental health and achieve meaningful growth in their personal and professional lives. With a strong foundation in evidence-based practices, I specialize in providing compassionate, tailored care to diverse populations, addressing a wide range of psychological challenges, including anxiety, depression, trauma, and relationship difficulties. My approach emphasizes collaboration, empathy, and empowerment, creating a safe and supportive environment where clients feel understood and valued. I strive to guide individuals toward greater self-awareness, emotional well-being, and lasting positive change by integrating psychological research, therapeutic techniques, and a genuine passion for fostering resilience.

My work involves CBT, DBT, EMDR, Positive Psychology, IFS, LGBT

Experience

Telecare Clinical Intern   August 2024-December 2024

The Clinician Unlicensed intern provided mental health support services to members served and their families at the program. The Clinician also assists in coordinating all mental health support services the Team provides. This includes coordinating and collaborating with team members and outside agencies such as the Conservator's Office, Public Guardian's Office, Probation Department, County Behavioral Health Services, and housing and inpatient providers.

Microsoft (Synaxis Consulting)   August 2022-March 2024

Redmond, WA

PMM Support for Microsoft Power Platform Low Code Demo and Events   August 2023-March 2024

Microsoft Power Platform is a low/no-code platform for rapidly creating interconnected business solutions, including applications, webpages, process automation, virtual agents, and analytics, with embedded AI capabilities. Responsible for supporting the team.
- Managed day-to-day operations for events, including schedule, staffing, and event logistics
- Operated as a primary interface for agency projects, event interface, and staffing requirements
- Liaison with multiple matrix v-teams to ensure alignment and coordination

PMM Support for Microsoft Cloud for Sovereignty   August 2022- June 2023

Microsoft Cloud for Sovereignty is a new product offering for the public sector that helps migrate, build, and digitally transform workloads in the Microsoft Cloud while meeting your compliance, security, and policy requirements. Responsible for supporting the team.
- Managed day-to-day operations, including schedule, strategic documents, internal operations, internal liaisons, and critical strategic projects.
- Operated as the primary interface to all agencies, including writing briefs, managing schedules, managing feedback loops, and providing strategic guidance on critical projects.
- Managed strategic projects, including qualitative message testing, social media influencer tracking, and analysis.
- Led the website strategy and analytics and was involved in launching the first website for the product.

Banyan Treatment Center   August 2023-March 2024

As a member of a network of drug and alcohol rehab centers, Banyan Treatment Center offers an evidence-based approach to support detox and residential treatment of substance use disorders and co-occurring conditions. As an intern, completed 1000 hours of service responsible for:

- Maintaining a caseload of six to eight clients as the primary therapist. Leveraged EMDR, DBT, Motivational Interviewing, CBT, Positive Psychology, and SMART Recovery, among other therapeutic methods. The tasks involved individual and family therapy sessions weekly.
- Lead regular process groups three times a week.
- Conducted group therapy sessions focused on psychoeducation and SMART Recovery.

Bella Monte Treatment Center   August 2022-September 2023

Bella Monte Treatment Center is a Detox and Residential Treatment Center for alcohol, drug addiction, and co-occurring mental disorders. As a practicum intern, completed 600 hours of service, responsible for:
- Leading group therapy sessions, covering various modalities from CBT, DBT, Positive Psychology, Mindfulness-Based Approaches, and lead the Ketamine Treatments.
- Conducted assessments, including BIO-Psycho-Social and treatment plan development.
- Created an intern manual to guide all interns on using the EMR System (KIPU) and the Bella Monte Processes
- Managed intern training and documentation, supporting all compliance standards.
- Conducted individual therapy sessions as needed

Providence Saint Joseph Health
Renton, WA

March 2021- August 2022

Principal, Campaign Experience, Marketing Automation Team
Responsible for understanding the regional needs for marketing campaigns to develop strategic recommendations/marketing automation experiences that will ease the way of the Providence patient and provider.

Jan 2020- March 2021

Director, Digital Experience, Digital Experience Team
Responsible for understanding the needs of the regions, provider community, and consumers to develop strategic recommendations/website improvements that will ease the way of the Providence patient and provider.
- Create and execute consumer and provider research programs exploring online scheduling needs, gaps in offerings, and consumer journeys.
- Responsible during COVID for developing requirements, managing stakeholders, and working with productions to build consumer and caregiver-facing websites (Caregiver Stress Meter, Consumer Wellness)
- OE strategy creation, target audience rationalization, and consumer journey development to support open enrollment activities
- Improved medical group advancement and representation through research with Medical Group Leaders, providers, and operations
- Business partner with PEC on all Kyruus and data-related activities for both SoCal and the rest of the system
- Competitive analysis to identify best practices on various topics (payor experience, search experience, find a doctor experience), writing briefs to support recommendations
- Socialization for all migrations with senior regional leadership
- Main Consumer Advisory Group member on behalf of the website team to be a voice of the website team and a voice of the SoCal leadership
- Strategic and socialization vote for all website migrations (SoCal, NorCal, AK, OR, WA)

- Worked across the system to upgrade the provider sorting logic. This included developing the strategy, socializing with providers, and getting approval for legal, compliance, and medical group leadership. Hospital leadership on this topic
- Conducted user testing to support the strategic recommendations of many of the above areas.
- Supported analytics with strategic recommendations and analyses for Senior-level stakeholders to obtain approvals, receive buy-in, or conduct education.

Feb 2018- Jan 2020

Director, Growth Marketing, Digital Experience Team
Responsible for the growth marketing team, managing a team of digital marketers that are focused on making the digital experiences (web, APP, etc.) across the entire Providence and St. Joseph Ecosystem (WA, OR, CA, MT, Swedish) to drive two key metrics; (1) drive leads and (2) increase contribution margin per patient.
- Create and execute the Providence digital web strategy for all existing sites. This includes both front-end content as well as back-end infrastructure. Projects include website optimization, personalization, logged-in experiences, anonymous personalization, site integrations, and content audits.
- Own, manage and leverage an experiment and optimization platform, Optimizely. This includes developing the hypothesis, conducting site side analysis, managing supporting agencies, developing creative, experiment design, project management, and leading a matrix team with engineering, search, regional Marcom team, and advanced analytics to scale learnings.
- Own, manage and leverage a personalization platform, Evergage. This includes developing the hypothesis, conducting site side analysis, managing supporting agencies, developing creative, experiment design, project management, and leading a matrix team with engineering, search, regional Marcom team, and advanced analytics to scale learnings.
- Lead research managers in developing insight around our consumers and their expectations around healthcare, looking for opportunities to innovate. Recent analyses include understanding the value of personalization on consumer web transactions, exploring the roll-out of a new product in the CA market, evaluating a potential approach to subscription models, and driving non-clinical revenue.
- Demonstrate the impact of experimentation and optimization on business metrics. A recent optimization effort for APP downloads increased the rate of downloads by over 200%.
- Answer key business questions that inform longer-term digital strategy. An analysis from a content audit of legacy Providence and newly integrated St. Joseph health revealed an opportunity to pivot content from condition-based to procedure base to drive more middle funnel traffic, finding a niche within the competitive landscape.
- Manage a team that serves the organization as an SME hub of conversion rate optimization (CRO) experimentation, content, and website personalization/merchandising—partnered in a matrixed organization with marketing managers, data scientists, engineers, and business leaders.

Microsoft   Seattle, WA
                                                                                                        Oct 2012- Feb 2018

Director, Social Intelligence Practice, Customer and Market Research   Feb 2016- Feb 2018
Responsible for the Social Intelligence Practice, managing a team of research analysts that use an internally developed social intelligence engine to drive insight and action from the millions of social media conversations about Microsoft, the competitive landscape, and its relevant customer group.
- Own, manage and develop the social intelligence platform. This includes managing the direct ingestion of social data from Bing and third-party data vendors (Boardreader, Moreover, etc.), feature requirement development, project management, release management, and leading a matrix team with engineering partners and research managers advanced analytics. This platform has enabled Microsoft to consume 5M documents per day, identifying brands (Microsoft, its brands and their competitive set, key messages-innovation, artificial intelligence, etc., audiences-BDM, Developer, IT Pro.

- Lead research managers in developing social analysis around crisis events, critical moments in the Microsoft business, and large and small events. A few recent studies include Depth coverage for developer conferences, exploration of the impact of an earnings announcement, and evaluation of a communication issue to determine whether to engage.
- Demonstrate the impact of critical social metrics on business metrics. A recent analysis developed a predictive model connecting the effect of sentiment to intent to purchase metrics.
- Answer key business questions that inform marketing strategy. An analysis that showed why Microsoft did not get the same social amplification as competitors changed content strategy and the influencer approach. An analysis of the value of retweets revealed their intentional value, fueling the development of a better retweeting system.
- Manage a team that serves the organization as an SME hub of research managers (6) and analytics vendors (25), and engineering partners (8)—partner in a matrixed market research organization with research managers, data science, and operation managers, and business leaders. As a result of this partnership, we have over 50 reports and analyses a month, emphasizing actions and recommendations.

Director, Community and Social Media Support for Microsoft   May 2014- Feb 2016
Responsible for the end-to-end customer support experience on Microsoft community properties (answers.microsoft.com, O365 Community, MSDN, TechNet, etc.) and social media properties (Facebook, Twitter, Stack Overflow, etc.). The 1: many support experience, proactive and reactive, helps over 50M Unique Customers per month, successfully helping solve break-fix and how-to questions at scale.

- Own, manage and develop the community platform, which includes developing the business requirements, providing strategic leadership, PM site and release management, and facilitating a matrix management team with Microsoft engineering, service delivery, business groups (windows, office), and business intelligence. This includes volume forecasting, metadata management, UX and site management, spam management, feature roadmap ownership, and line of business strategy. Recent success includes managing the movement to a broad approach to responsive design and innovative site search experiences.
- Led the community management of influencers, moderators, and service delivery agents, improving community health quarter over quarter. This includes badging and reward strategy, abuse management, service escalations, influencer engagement, Wiki/Blog content development, and training.
- Evolve the data reporting/analysis. It incorporated the development of a forum health index, broad social listening, and actionable social insight. Incorporated social listening for Windows 10/Office 2016 launch into various triage teams that brought visibility of customer pain points earlier in a new way.
- Drive the positioning of community and social for customer support, increasing the channel's deflection value/cost reduction while increasing the perception of MSFT. Serve in a leadership role on the consumer leadership team, broad commercial leadership team, global social team, and global marketing operations team.
- Manage the global team (15), global vendors (10), global service delivery (variable based on volume), and partner in a matrixed world with support planners, supportability leads, marketing planners, product engineers, cross influencer programs (Windows Insiders, Xbox Ambassador, MVP) and engineering to align on goals and requirements for customer experience. As a result, we increased customer satisfaction and community health while decreasing costs by 60%.
- Diversity and Inclusion lead to the Offerings and Go-To-Market, driving for increased representation and advancement of women and racial/ethnic minorities.

Director, Marketing Analytics for Bing/MSN/IE/OneDrive   Oct 2012-May 2014
Responsible for fueling innovations in driving marketing insights, informing marketing strategy & execution, influencing where / how / what we spend marketing $ on, and helping shape GTM efforts. I guide the evaluation of the return on marketing investments by developing frameworks utilizing attitudinal/behavioral data and allowing guide marketing execution & optimization efforts.

- End-to-end management of all Bing/MSN. Campaigns. This includes forecasting, learning plan development, reporting requirements, reporting to analysis, and insight. Leveraged econometric modeling to inform campaign investments, driving perception movement of 10 pts.

- Developed social analytic approaches that quantified ways to measure community, advocate behavior, and split out social KPIs to manage Social DR versus Social Buzz. This has focused on the proper social KPIs for each element of the social strategy.
- I expanded the data sets included in the analysis. Incorporated perception, media, and broader social listening into campaign reporting. Incorporated social listening versus monitoring brought visibility into campaign discussion points, delivering new insights.
- Drove perception research on critical business topics (message stacking, landing page impact, pre/post analysis, brand foundation) that informed business decisions on marketing investment.
- Managed agency, internal and external stakeholders to align goals, media planning, media investments, campaign strategy, and ongoing insight approach. As a result, we met goals, decreased costs by 40%, and increased the effectiveness of media performance.

McCann WorldGroup   New York (Seattle)
EVP, Global Lead, Marketing Science   June 2011- Oct 2012

Clients: **General Mills, L'Oreal, Nestle, Coke, MasterCard, Unilever Brands**, **Johnson & Johnson Brands, American Airlines, HP, Exxon Mobil, etc**
Globally Responsible for all performance analytics and marketing science analysis. Additionally, currently sitting as a McCann WorldGroup board member.

- Developed a global capability, focusing on performance assessment and consumer learning across multi-channel measurement programs, interfacing with client data (Brand, Digital, Social, Loyalty, Sales, Media, Research) and syndicated data (Brand Index, Compete, Kantar, etc.)
- She conceived and implemented measurement and ROI strategies, leveraging insight about a brand to guide the delivery of measurable results, learning, optimization, and forecasting.
- I have developed performance strategies for global clients, including American Airlines, Nestle (Nestle Waters, Nesquick, Coffeemate), Unilever (Bertoli), General Mills, Kohl's, mapping objectives to key performance indicators, and riving approaches to predictive simulations.
- I have developed performance and insight tools for channel learning, KPI management, and performance analysis.
- Managed and led a global department, including hiring, mentoring, and training for all roles (regional performance leads, data specialists, research specialists, and general analysts). In addition, I developed a multi-layered education program to influence the integration of performance thinking within the agency.

SapientNitro   Miami, FL
Global Lead, Data and Analytics   April 2009- June 2011

Clients: **Coke Brands, Unilever Brands**, **Johnson & Johnson Brands, General Mills, Citi Bank, Celebrity Cruise Line**.
Globally Responsible for all data, analytics, and measurement planning for all channels, including digital, social media, direct response, and media

- Led a global team, developing frameworks and best practices for multi-channel measurement programs, interfacing with client tools (Webtrends, Omniture, etc.) and measurement technologies (Atlas, Nielsen, Radian 6, etc........).
- She conceived and implemented approaches towards attribution, channel analysis, forecasting, and channel mix strategies that the the the the the the the delivery of measurable results.
- Developed digital strategy for global clients, including Mars (Dove, Twix), Johnson and Johnson (Reach, Listerine), and Coke (Vitamin water, PowerAde)
- New Business global team member, helping to drive international wins for Mars, Johnson and Johnson, Capital One, etc.
- Managed and led a global department of over 30 people, including hiring, mentoring, and training for all data roles (regional leads, data specialists, and general analysts).

DDB   Seattle, Washington
EVP Multi-Channel Consumer Engagement   October 2007- April 2009

Clients: McDonald's**, Holland America**, **Exclusive Resorts, Amtrak, and Microsoft**.
Responsible for interactive, new media, direct response, and analytics-both online and offline.

- They designed and developed multi-channel programs, interfacing with internal client tools (Siebel, Eloqua) and external measurement technologies (Atlas, Web trends).
- It is developed, trained, and implemented as an interactive process that increases efficiency and project effectiveness.
- She conceived and implemented integrated marketing strategies that resulted in measurable results.
- Managed and led a department, including hiring, mentoring, and training for interactive, direct response, data and analytics, and operational roles.

EDUCATION

December 2024	**Saybrook University** Major: Ph.D. in Clinical Psychology	Pasadena, CA
April 2022	**Saybrook University** Major: MA in Clinical Psychology	Pasadena, CA
March 1999	**Webster University** Major: Master's in business administration Emphasis: Marketing	St Louis, Missouri
June 1983	**Duke University** Major: Bachelor of Arts in Mathematics	Durham, North Carolina