

BIO



Fractional executives are not employees of a **company** or organization. Instead, they offer their knowledge and services to many business types, at a reasonable cost with no long-term commitments.

Wenona Bowen (Palombi)

PROFESSIONAL EXPERIENCE Wenona gained her diverse range of business experience starting in her late 20's as the Company Director for Lantz-A Lot, Inc., the original pioneer company for Beauty Brand Management. Here she spent over a decade "wearing many hats" working with multiple high-end prestige clients from all over the globe, such as Dr. Perricone, Dr. Brandt, Frederic Fekkai, Sue Devitt Studio, Algenist, Caudalie, Babo Botanicals, Procter & Gamble, Korres, The Body Shop, and H2O+.

The distribution channels for these brands ranged from brick-and-mortar retailers such as Sephora, Neiman Marcus, Saks, Ulta, QVC, Nordstrom, Bloomingdales, Bergdorf Goodman, CO Bigelow, Zytomer, high-end boutiques, and e-commerce accounts throughout the United States.

In the past ten years, Wenona has spent her time in healthcare once again, "wearing many hats" (Acute, Post Acute, and Long-Term Care business sectors) She cross trained within several departments such as; marketing, business development, finance/cost accounting, data/analytics/Informatics, EMR Electronic medical records, IT, and clinical operations. Wenona has worked with Insurance payors, Hospitals, MSO's, ACO's, Primary Care groups, Hospices, Skilled Nursing Facilities, ALFs/ILF's, Substance use facilities, Non-profit community-based providers, PBMs, DME companies, and many national healthcare vendors. She specializes in senior care, chronic illness management, value-based care/managed care, CMS program initiatives, data/analytics/reporting, EMR/CRM/Financial system administration, BI dashboards, and RFP/system implementations.

Lastly, Wenona also has experience working with Animal Welfare companies (Boarding, Day Care, Training facilities) as well as General Contractors.

Previous Clients & Companies

HEALTHCARE: Martin Health System/Cleveland Clinic, Treasure Coast Hospice, Optum WellMed (United Health Group), Baton Rouge Hospice **Animal Welfare:** Big Dog Ranch Rescue, Love Dog, Hobe Sound Country Club Kennels **Construction:** Valcom Design & Construction, Signal Group **Beauty/Fashion:** Frederic Fekkai, Procter & Gamble, Dr. Perricone, Dr. Brandt, GoSmile, Caudalie, Juvena of Switzerland, Algenist, Korres, Hydroxatone, H2O+, Hydroxatone, Belli, Nest Fragrances, Slatkin Candles, Babo Botanicals, Beauty for Real, Palovia, Bloom Cosmetics, Giorgios of Palm Beach, Touche Couture.

UNIQUE POINT OF DIFFERENCE What makes Wenona's "Fractional Leader" business concept unique is that she offers economically friendly pricing options for her services with no minimal requirements in terms of contract length or obligation. This is extremely beneficial for those trying to get their business off the ground or sustain growth without incurring the massive direct and indirect costs of hiring an internal team with salaried employees.

General Range of Experience

Marketing

• Sales | Education formats • Business development strategy • Community relations strategy • Distribution strategy (traditional retail, brick & mortar, Ecommerce) • Sell through strategy & execution • Developing presentations • Public Relations • Website Design/SEO/Google Ad Words • Graphic design • Digital marketing/social media • Organizational structuring & support • Retail marketing/Retail programming • Retail operations

Finance

• Financial planning • GAAP (job costing, A/P, A/R, Invoicing, payment applications, monthly reporting, & tax preparation) • Contract sourcing and administration • Data Analytics, Forecasting & Reporting (advanced excel, pivot tables, charts/graphs, BI dashboards) • Managed care data analytics • BI dashboard administration

Operations

• Business strategy & program management • Organizational structuring support • LEAN process improvement initiatives • Standard operating procedure architecture (SOP) • Sales team & employee development • Retail operations • Logistics • Contract sourcing and administration • Business Intelligence • Data Integration • CRM administration • Project management • RFP software system implementation/Post go live support

About Her

Wenona was born and raised in Midland, Michigan and is very proud of her Mid-Western origin. She completed her undergraduate degree at Northwood University with a Bachelor's in Business Administration and a duo minor in Fashion Merchandising/Business Management. She is a member of Alpha Chi Omega sorority and remains in contact with many of her high-school and college friends to this day which is very important to her. Since Wenona has never been a fan of cold weather, it was no surprise to her friends and family that she relocated to S. Florida after college, and has lived in West Palm Beach, Jupiter, Stuart, and Palm City over the past several years enjoying the warmth.

Wenona has twin children, her son Asher & daughter Amelia who are her ongoing daily motivation for pursuing her own business and helping others. Her children are her little besties, her stars, the "three amigos" and they truly enjoy every day what life has to offer. She also is "completely obsessed" with dogs, most especially Australian Shepherds, which has been her breed of choice for the past several years. Wenona currently owns two Australian Shepherds Huckleberry a Black-Tri (Huck) & Piper a Double-Merle (rescue from Oklahoma who is deaf and visually impaired).

Wenona is also very passionate about the healthcare industry, specifically relating to seniors and chronic or serious illness management. She unfortunately lost her mother on February 29th, 2022, at age 72 on hospice services, at Cleveland Clinic Hospital. Her mother's health started to suffer due to diabetes and heart issues in her 50's. In 2021 she had her first stroke, and then another during heart surgery, which led to her passing. Wenona is determined to continue her passion helping seniors and their family with chronic disease and serious illness conditions. She dedicates her morals, work ethic, drive, passion, and love for animals to her mother, Kathy Sanders, who is smiling down on her every day from heaven.

Lastly, Wenona is consistently involved helping children and animal related non-profits either personally or professionally.

