



# BETSY LAWSON

PRESIDENT AND OWNER

## REVIVESTRATEGIES

### LICENSES & CERTIFICATIONS

---

Training Certificate,  
Association for Talent  
Development (ATD).

Change Management  
Practitioner, Prosci.

Certified Lean Six Sigma  
Green Belt Professional, Six  
Sigma Global Institute.

### EDUCATION

---

University of Virginia  
Master of Urban and  
Environmental Planning,  
School of Architecture, 2007

Appalachian State  
University, Boone, NC  
Bachelor of Science, Public  
History, May 1999

[WWW.REVIVESTRATEGIES.COM](http://WWW.REVIVESTRATEGIES.COM)

### PROFILE

- Divergent thinker and problem solver with fifteen years of business project management experience; drives project completion using unconventional collaborative efforts, humor and exceptional communication.

### EXPERIENCE

- **Process Improvement Coach, Augusta Health, Fishersville, VA,** October 2021- Present
- Lead designer for organizational LEAN education, improvement events, and implementation efforts.
- Involvement in education and task support activities that include Kaizen and Rapid Improvement Events (RIEs), A3s, Value Stream identification and mapping, and continuous improvement activities using Plan, Do, Check, Act (PDCA) or Failure Mode Evaluation and Analysis (FMEA) tools and methods.
- Evaluate current clinical workflows and recommend improvements.
- Apply LEAN tools to support an overall Lean Management System (LMS).
- Train, coach and facilitate improvement efforts of redesign teams using the principles of LEAN, line management and staff throughout the organization.
- Develop and prepare Lean materials for use
- Lead instruction on the use of process improvement tools,
- Facilitate team decisions, manages team work, resolves team conflict,
- Assist in the development of action plans, facilitates and ensures implementation and conducts follow-up.

**Business Process Analyst, University of Virginia School of Medicine, Project Management & Continuous Improvement Charlottesville, VA, February 2018 – October 2021**

- Developed Lean/Process Excellence training with a commitment to creating content that is educational, interesting and entertaining.
- Delivered Lean/Process Excellence training.
- Coached and facilitated continuous improvement events.
- Developed and facilitated change management plans for customers within the Dean's Office.
- Write, produce and direct "Connecting to the Waiting Patient" videos.
- Formulate and define systems scope and objectives through research and fact-finding combined with an understanding of applicable business systems and industry requirements.
- Devised or modified complex information systems to include analysis of business and user needs, documenting requirements, and revising existing system logic difficulties as necessary.
- Determined and recommended programs required for optimal problem solution within cost/performance objectives.
- Participated in requirements planning and feasibility determination.
- Performed analyses and prepare reports in order to ensure that programs meet or exceed schedule commitments.
- Functioned in project capacities including, but not limited to, requirements, functional design, functional configuration, testing, and documentation.

**Project Manager, University of Virginia School of Medicine via UVA Temps, Project Management and Continuous Improvement team, Charlottesville, VA, July 2017-February 2018**

- Utilizing Lean and Agile methodologies, analyze existing conditions while detecting areas where future flows can eliminate waste and automate manual processes.
- Documenting current states and identifying patterns and opportunities to improve efficiencies through Visio future process flows and business requirement documents.

**Project Manager, Piedmont Housing Alliance, Charlottesville, VA, November 2015-March 2017**

- Identify opportunities for acquisition of land and existing multifamily product.
- Perform market and financial analysis, feasibility and pro forma development.
- Develop budgets and schedules for real estate development projects.
- Secured and coordinated a \$30,000 CDBG Planning Grant for Fluvanna County.

- Wrote and secured an Urban Institute technical assistance pay for success grant for Thomas Jefferson Area Coalition for the Homeless.
- Representative for PHA at the City of Charlottesville's Housing Advisory Committee and Thomas Jefferson Planning District Commission Housing Directors Council.

**Business Analyst, NYC Department of Housing Preservation & Development, New York, NY, Office of the First Deputy Commissioner, Division of Technology and Strategic Development, April 2013- November 2015**

- Provide front-end technical support, maintain issues log, ensure timely tracking, escalation and resolution of issues, and provide short-term solutions when necessary.
- Coordinate and execute user training, develop documentation related to training and technology updates.
- Coordinate system updates, including user acceptance testing and execution oversight.
- Document and develop businesses and feature specification materials, translate specs for program and technical staff.
- Identify and evaluate current and proposed best practices based on data-driven business needs.
- Scrum master for the development system application team.

**Project Manager, NYC Department of Housing Preservation & Development, New York, NY, Multi-Family New Construction, Division of New Construction, October 2010- March 2013**

- Closed over \$55 million in loans, developing 849 affordable housing units through FY 11 and FY 12.
- Manage, monitor and track all aspects of projects from pre-development through loan conversion.
- Liaison to borrowers, contractors, developers, participating lenders and other governmental agencies.

**Project Manager, NYC Department of Housing Preservation and Development, New York, NY, Article 8A Loan Program, Division of Preservation Finance, May 2008- September 2010**

- Closed over \$9.8 million in loans, preserving 1,063 affordable housing units through FY 09 and FY 10.
- Coordinate all project phases from initial intake to construction completion.