

TORI ABE CARAPELHO

LEADERSHIP * HEALTHCARE * NONPROFIT * MARKETING



PROFESSIONAL PROFILE

- Seasoned executive with multi-industry experience. Background in both for-profit and nonprofit sectors, with a good understanding of the extensive needs of the community
- In-depth understanding of marketing, business development, strategic and tactical planning, program development/management, healthcare regulations, and community building/collaboration
- Motivated achiever, who is a self-starter, optimistic, resourceful, and creative thought leader
- Effective communicator, relationship builder, and high-level performer

EXPERIENCE

NAVIAN HAWAII (formerly Hospice Hawaii)

- **PRESIDENT & CEO** 2017 - PRESENT
 - Responsible for overall operations of the nonprofit organization including strategic planning, program development, quality improvement, staff relations, financial performance, and professional development
- **CHIEF STRATEGY OFFICER** 2015 - 2017
 - Optimized performance measurement system, substantially improving referral/admissions structure, directly impacting an increase in census
 - Directed development of new service lines and integration into overall business plan
 - Facilitated strategic initiatives to ensure department strategies reflected overall organizational goals
- **DIRECTOR OF MARKETING & DEVELOPMENT** 2008 - 2015
 - Developed community relations strategy and new brand marketing which led to increased awareness, helping to reshape the perception of hospice care.
 - Established a Mission Partnership program which encouraged the community to come together, aligning Hospice Hawaii with strong corporate brands
 - Responsible for \$1M+ in annual fundraising contributions through signature fundraising events and ongoing donor stewardship

EDUCATION

- **MASTERS IN BUSINESS ADMINISTRATION**
Hawaii Pacific University
- **BACHELORS OF ARTS IN COMMUNICATION**
University of Hawaii at Manoa

PROFESSIONAL AFFILIATIONS

- **KOKUA MAU**
Board of Directors
- **HEALTHCARE ASSOCIATION OF HAWAII**
Hospice Leadership Committee
- **NATIONAL HOSPICE & PALLIATIVE CARE ASSOCIATION**
Council of States
- **AD UP HAWAII**
Steering Committee
- **AMERICAN ADVERTISING FEDERATION - D13**
Treasurer

FELLOWSHIPS

- **PACIFIC CENTURY FELLOWS**
Class of 2018

AWARDS

- **WOMEN WHO MEAN BUSINESS**
Hawaii Business
- **BEST NONPROFIT MARKETING AWARD**
American Marketing Association

HAWAII PACIFIC ENTERTAINMENT

- **VICE PRESIDENT & BUSINESS DEVELOPMENT** 2006 – 2008
Responsible for management of overall operations including sales and marketing, strategic planning and business development.

DESTINATION MARKETING HAWAII

- **ACCOUNT MANAGER** 2003 – 2006
Represented national print media publications and sold advertising space statewide. Publications included: Travel Weekly, Arthur Frommer's Budget Travel, Wall Street Journal, Forbes, Outside Magazine, Executive Traveler, etc.

KHON-2 TELEVISION

- **ACCOUNT MANAGER** 2001 – 2003
Managed relationships and identified broadcast media and promotional opportunities for new and existing accounts.

REFERENCES

Available upon request.