
Todd Herrmann, M.B.A.
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Marketing, Operations, Strategy
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Education

M.B.A. Wharton School University of Pennsylvania.
A.B. Dartmouth College.

Consulting and Executive Education

Cadensus Llc

2020: Cadensus LLC, www.cadensus.com

Various projects in strategic planning and business development including work for South Shore Health

2019: Cadensus LLC, www.cadensus.com

Various projects in strategic planning and business development including work for Apraxia Kids, Convention Data Services, North Suffolk Mental Health, and Yale-New Haven Health System.

Courses Taught

Courses from the Teaching Schedule: Health Care Organizational Strategy, Health Care Organizational Strategy, Immersion, Independent Study, Introduction to Health Systems, Introduction to Health Systems, Learning Community Integrative Seminar, Marketing Management, Marketing in the Age of Social Media, People, Planet and Profits, People, Planet and Profits, Principles of Practice Management, Simmons Experience, Strategic Management Capstone, Strategic Management Capstone, Strategy, Strategy

Courses taught, but not in the Schedule:

MGMT 120 - Introduction to US Health Systems

MBAOI 490 - MBA Immersion: Mergers, Acquisitions, and Alliances

Publications:

Cases

Herrmann, T. (2021). Simmons, USA Health Economy. *Health Management Teaching Cases*.

Service:

Service to the University

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Unassigned

School Assignments

Chair:

2020-2021: Online Program Director for Business/Management Faculty Search Committee

2019-2020 – 2020-2021: School of Business Strategic Plan

2019-2020: Focused Undergraduate Program Review

Member:

2020-2021: Accounting Faculty Search Committee
2020-2021: School of Business Curriculum Committee

Other Institutional Service Activities:

2017-2018 – 2020-2021: School of Business Committees

College Assignments**Chair:**

2020-2021: College Contract Promotions Committee (CCPC)

University Assignments**Assurance of Learning - Institutional Service:**

2018-2019 – 2020-2021: PLAN Learning Communities & School of Business

Committee Member:

2021-2022: Undergraduate Curriculum Committee
2018-2019 – 2019-2020: COCIS Academic Leadership Team
2018-2019: Online Advisory Board
2017-2018 – 2018-2019: COCIS Academic Leadership Team

Mentoring Activities:

2017-2018 – 2021-2022: PLAN Advisor

Other Institutional Service Activities:

2017-2018 – 2020-2021: Special Recognition events

Service to the Profession**Member: Committee/Task Force**

2017 – 2021: New England Society for Healthcare Strategy. Program Committee Member and a Past President
2017: Society for Healthcare Strategy and Market Development. Conference Program Committee Member

Other Professional Service Activities

2017 – 2021: Management Consulting Practice. Consulting activities from July 2017-June 2018 include:

- Valuation and financial analysis for skilled nursing facility as part of a portfolio for retirement community in greater Boston
- Annual planning retreat for Convention Data Services, using strategic frameworks
- Conflict resolution and action planning for two church committees (environmental sustainability and endowment investment policies)
- Multi-year staging and financial analysis for arts organization infrastructure

Service to the Community**Member of a Committee**

2020: Finance Committee for Heritage Museums and Gardens

Other Community Service Activities

2017 – 2021: Unitarian Church of Barnstable, Assisant Moderator and Chair of Committee on Ministry; active member of Stewardship Committee and Religious Education Committee; chair of Nominating Committee

Positions Held in Civic Organizations

2018 – 2021: Dartmouth Club of Cape Cod

2017 – 2021: Sandwich Arts Alliance, Board member and VP of Strategic Planning for this non-profit board for the

visual, literary, and performing arts. Conducted strategic planning retreat in January 2017 and participate in monthly board and executive committee meetings as well as ongoing activities with the membership and community-at-large.

Faculty Development

Instructional-Related Conference

2020: ASPEN Institute. Virtual annual conference

2018: Simmons College Professional Development. "Breaking the 4th Wall" - online faculty community work group sessions (Summer 2018) with Dana Leeman

2018: New England Faculty Development Consortium Spring 2018 Conference. June 8, 2018

Other Professional Development

2019: Simmons Book Club - Online Learning.

Professional Seminars / Workshops

2021: NESHS Virtual Spring Conference. Ambulatory strategy and telehealth

2021: UPenn/Wharton panel discussion. Health inequities

2020: Simmons COCIS - Tech Tools. Accessibility content

2020: OCIE. Civility & Inclusion

2019: Simmons College Center for Excellence in Teaching. Rubrics

2019: NESHS Winter Deep Dive: The Expanding Role of Digital Communications for Healthcare Strategists and Planners.

2019: NESHS Spring Conference: Social Determinants of Health: Once A Consideration, Now a Planning Imperative.

2018: NESHS Fall Conference: Making Sense of CINs: Strategies for the Next Evolution.

2018: New England Society for Healthcare Strategy. NESHS Fall Conference "Driving Change from Bricks to Clicks - Innovations in Ambulatory Care" (October 20, 2017)

NESHS Spring Conference "Strategic Planning for the Future: Innovation and Technology that will impact how we think" (May 11, 2018)

2017: Society for Healthcare Strategy and Market Development. SHSMD Connections 2017 Annual Conference

Honors-Awards-Grants

Award

2019: Healthcare Strategist of the Year, New England Society for Healthcare Strategy.

<https://www.neshs.org/healthcare-strategist-of-the-year-recipients/>

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Honor

2019: Speaker at MBA and HCMBA Awards Ceremony, Simmons School of Business. Selected by graduating cohorts

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