

# Pamela D. Wilson

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*Twenty years of proven success building and leading organizations in the healthcare industry*

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## Professional Experience

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### **Pamela D. Wilson, Inc., Golden CO (2018 to Present)**

*National organization committed to the advancement of public awareness of the impact of health and chronic disease on the role of family caregivers.*

#### **CEO/Director**

A national organization dedicated to providing telephone, virtual support, and online programs to support family caregivers, aging adults, and the disabled with care management. Provide corporate and group support through educational programs, speaking engagements, content development, subject matter expertise, and media interviews. Legal support for attorneys and clients specific to care management, professional fiduciary appointments, and court testimony.

#### *Key Accomplishments*

- ◆ Transitioned from a local fiduciary and care management business in Denver, Colorado to a national online and virtual provider of care consulting for family caregivers, care management, speaking, education, and content development. Support elder law, estate planning and probate attorneys with client cases specific to guardianship and care management. Court testimony as an expert witness.
- ◆ Ongoing development of a consumer informational and membership website featuring online courses, blog, a library of articles, videos, and a podcast to educate caregivers and patients. Topics include health and well-being, healthcare navigation, chronic disease management, financial, legal, medical decision-making, family relationships, and self-care.
- ◆ Create traditional and social media marketing strategies to ensure proper communication of the brand and mission. Participate in subject matter interviews with the national press to increase the exposure of family caregiver roles, responsibilities, and challenges. Manage a growing YouTube channel and online caregiver support group offering personal connection and communication.
- ◆ Business development and networking to establish relationships with corporations and groups committed to providing education and content to engage consumer audiences.

### **Pamela D. Wilson, Inc., The Caring Generation® Golden CO (2009 to 2011, 2019 to Present)**

*A local and national radio broadcast that transitioned into a worldwide podcast for caregivers and aging adults.*

#### **BROADCAST HOST and PROGRAM PRODUCER**

Develop and host a weekly radio show originally airing live on 630 KHOW-AM Denver and Bold Brave Media that transitioned to a podcast format promoting education and discussions about family caregiving and health.

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*Key Accomplishments*

- ◆ Educate the public and provide support across the complex challenges that arise with elderly caregiving and familial dynamics.
- ◆ Interview clinicians, researchers, educators, and healthcare industry professionals worldwide to share research and valuable resources.
- ◆ Partner with national social service and public health organizations supporting caregiver health and well-being to provide expert interviews that engage consumers and patients to be proactive self-care advocates.
- ◆ Create and manage a media calendar responding to questions posed by caregivers participating in online support groups, communicating through social media, and individual consultations.

**Pamela D Wilson, Inc., DBA The Care Navigator, Lakewood, CO (2007 to 2018)**

*A care management and professional fiduciary company providing proven solutions and patient advocacy in the roles of guardianship, power of attorney, trustee, personal representative, and care manager.*

**CEO/DIRECTOR**

Transitioned from an in-home care provider to a company providing fiduciary, care management, healthcare, patient engagement, and advocacy for the elderly and disabled. Led the organization from initial creation to systematic operations and successfully sold the organization.

*Key Accomplishments*

- ◆ Established the company as a professional fiduciary provider (court-appointed guardian, medical and financial power of attorney, personal representative of the estate, and trustee) operating under the guidelines of the National Guardianship Association. Obtained professional certifications from NGA and CSA organizations.
- ◆ Provided on-call 24/7 care management services for clients in the Denver metro area and Colorado front range to help aging, disabled, and cognitively impaired adults to live as independently as possible. Provided peace of mind to family members that loved ones' health and financial needs were well-managed day-to-day, in emergencies, and at end-of-life.
- ◆ Created and led ongoing training for company care managers and administrative staff. Ensured compliance with national and state industry membership organizations to support ethical care and best interest standards.
- ◆ Developed protocols and cultivated partnerships with staff at hospitals, nursing homes, medical and non-medical home health providers, hospice, healthcare providers, physician offices, law firms, financial planners, banks, government, social service organizations, and care communities to establish reciprocal referral relationships to drive company revenue and support client needs.
- ◆ Created strategic plans for marketing and liaison relationships to reduce hospital re-admissions, support care transitions, and increase public awareness of company services.
- ◆ Supported elder law, estate planning, trust attorneys, and county adult protective services by accepting court appointments related to challenging family and abuse or neglect situations.
- ◆ Served as company spokesperson. Authored the book, *The Caregiving Trap: Solutions for Life's Unexpected Changes*. Accepted an invitation from 630 KHOW-AM to produce and host *The Caring Generation*®.

**Pamela D Wilson, Inc., DBA In-Home and Family Services, Golden, CO (2000 to 2007)**

*A private pay and Medicaid provider of non-medical caregivers for older and disabled adults.*

**CEO/DIRECTOR**

Developed a company providing in-home non-medical caregivers for aging adults and the disabled during the early adoption stages of home care for seniors.

*Key Accomplishments*

- ◆ Developed processes and systems for managing and training staff to establish consistency and competency across the provision of company services.
- ◆ Utilized technology for efficiency to implement client care plans, time management, quality assurance, and payroll operations.
- ◆ Established transparent reporting standards to provide family members with peace of mind regarding care monitoring in private homes and care communities that included independent living, assisted living, memory care, and nursing homes.
- ◆ Built partnerships with healthcare, government, financial, legal, and community service providers to drive referrals and company revenue.
- ◆ Obtained a life and health insurance license to support clients with health insurance claims, Medicaid applications, VA aid and attendance benefits, and long-term care insurance.
- ◆ Developed and executed marketing, advertising, public relations, and speaking programs to drive public and private awareness of company services.
- ◆ Led the company from initial creation to fully-operational status. Successfully sold the organization to respond to a community demand for care management and professional fiduciary services by creating The Care Navigator.

## **Additional Professional Experience**

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**The University of Phoenix Tempe AZ, Centennial CO (2003 to 2005)**

**PART-TIME INSTRUCTOR BUSINESS MANAGEMENT & MARKETING**

Part-time instructor on-site and online for undergraduate business and marketing programs.

**CPC/Bestfoods Baking Division & Unilever, Montebello, CA and Denver, CO (1996 to 2000)**

**DIRECTOR OF MARKETING/MARKETING MANAGER**

Consumer brand awareness, marketing, advertising, product management, and new product development for regional baked goods specialty business unit. Brands included: Entenmann's, Oroweat, Thomas, Lender's, and Boboli.

*Key accomplishments*

- ◆ Management and supervision of product marketing, P&L management, budgeting, new product development, product launch, strategic planning, sales promotion, event planning, and market, competitive, and category analysis.

- ◆ Supervised and trained product managers.
- ◆ Coordinated marketing programs across Western baking division locations and with the NY corporate office. Developed an ongoing stream of new products for quarterly launch in coordination with production, manufacturing, packaging, quality control, and legal.
- ◆ Led a cross-functional product development team focusing on exceptional execution of manufacturing, sales, and marketing strategies that achieved revenue and profit goals.
- ◆ Participated in local media interviews and public relations campaigns. Managed advertising, public relations, sales promotion, events, and marketing agencies.

## **Education, Certifications, Membership, Volunteerism & Community Involvement**

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### **Education**

#### **MS in Business Administration With Focus on Organizational Behavior (Graduated)**

*Colorado State University, Fort Collins, CO*

#### **Gerontology: Social Services in Aging Certificate (Completed)**

*The University of Denver, Denver, CO*

#### **Colorado Nonprofit Leadership & Management Program (Completed)**

*Community Resource Center, Denver, CO*

#### **BS in Business Administration with Focus on Marketing (Graduated)**

*The University of Nebraska, Omaha, NE*

### **Certifications**

- Certified Guardian (CG), *National Guardianship Association*
- Certified Senior Advisor (CSA), *Society of Senior Advisors*
- Workshop Leader Certificate, *National Family Caregiver Association*
- Dementia Care Certificate, *Alzheimer's Learning Institute*
- Homecare PCP & Homemaking Certificate, *Senior Resource Center*
- Older Adult Care Certificate, *Daniel Freeman Hospital Caring Connection*
- American Red Cross Certificate, *CPR, and First Aid*

### **Memberships, Volunteerism & Community Involvement (Present and Past)**

- Colorado Bar Association, *Elder Law Section Member*
- Gerontological Society of America, *Member*
- American Geriatrics Society, *Member*
- National Case Management Society of America, *Member & Board of Directors, Local Chapter*
- Alliance of Professional Women, *Member*
- Denver Regional Council of Governments, *Community Healthcare Ethics Committee Chairperson*
- Colorado Assisted Living Association, *Member*
- National Patient Advocate Foundation, *Colorado State Policy Liaison*
- Business Networking International BNI, *Member*

- Seniors 50+ Marketplace News Jefferson County Edition, *Monthly Columnist*
- Jefferson County Council of Aging, *Board of Directors*
- Denver/Boulder Better Business Bureau, *Member*
- West Chamber of Commerce, Golden Chamber, Denver Chamber, *Member*
- Older Women's League – Denver, CO, *Vice President, Board of Directors*
- Denver Regional Council of Governments, *Local Arrangements Committee Chairperson for American Society on Aging & National Council on Aging Meeting*
- Colorado Women's Forum in Health Administration – Denver, CO, *Board of Directors*
- Home Care Management – Denver, CO, *Board of Directors*

## Media, Publications, Portfolio/Writing

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### Book

The Caregiving Trap: Solutions for Life's Unexpected Changes, *Author*, 2015.

<https://pameladwilson.com/caregiving-trap-book/>

### Media Coverage, Press, SME Interviews & Articles

Pamela D Wilson Media: <https://pameladwilson.com/press-and-media-coverage/>

YouTube Channel: [https://youtu.be/b\\_Duplz1OTA](https://youtu.be/b_Duplz1OTA)

### Portfolio/Writing

Website: <https://www.pameladwilson.com>

The Caring Generation® Podcast: <https://pameladwilson.com/caregiver-radio-programs-the-caring-generation/>

Caring for Aging Parents Blog: <https://pameladwilson.com/caring-for-aging-parents-blog/>

Caregiver Library: <https://pameladwilson.com/what-does-a-caregiver-do/>