

DR. BRENDAN BICKLEY

PsyD, M.A., C.A.T.S., CADC II, CSS, ICADC, ICCS
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ABOUT ME

I am experienced in being the driving force behind growth, integration, marketing, and operations functions throughout my career with over 20 treatment facilities across the United States. I have expertise in admissions, clinical outreach and sales, often creating the metrics used to monitor and gauge success across multiple company subsidiaries in different areas. I have created and directed marketing and sales teams across the United States.

CAREER SUMMARY

CEO/Founder

2000-Current

*Creative Treatment Consultants, LLC
United States*

My personal independent consultant company. Retained by companies, investors, and venture capital firms (primarily healthcare based), to assist in the following:

- Interim CEO
- Interim Executive Director
- Interim COO
- Creating investor prospectus to raise capital
- Start-Up Business Plans including revenue projections to generate investment capital
- Business Development/Marketing Planning
- Assist in company expansion
- New clinical product development
- Program design
- Business restructuring
- Revenue maximization
- Cost analysis
- Executive hiring
- Company policy and procedure manuals
- Licensing, accreditation
- Employee development and training
- Acquisition Analysis
- Employee Culture Development
- Graphic Design and Advertising Material

*See List of Companies At End of CV

VP of Operations

2018-2019

*Vitality Healthtech/Vitality Biopharma - COMPANY CLOSED
Beverly Hills, CA*

Retained by investor group to write initial business plan and investment prospectus for possible Pain Management Treatment start-up.

- Acquire Funding for Project from Pharma Board
- Develop marketing and advertisement plan
- Business Plan
- Virtual healthcare development
- Create Company Structure

Dr. Brendan Bickley

- Property scouting and leasing
- Licensing
- Policies and Procedures
- Revenue Projections

CEO – Florida and New Jersey

2011-2014

American Addiction Centers (AAC Holdings Inc.)

Headquarters Nashville, TN

Managed all aspects of AAC's Florida and New Jersey operations, managed over 250 employees.

Duties included:

- Creating and managing sales and business metrics
- Writing company's business and clinical policies and procedures
- Marketing, advertising and sales development
- Expansion planning
- Licensing and accreditations
- New property and facility acquisitions
- Companywide training
- Doctoral program implementation
- Financial planning, including cost and revenue analysis
- Outcome measures

(GAP – 1 Year - Completing PhD Research & Dissertation, Moved to Florida)

Producer/On-Air Talent

2010

E! Entertainment/Comcast

Hollywood, CA

Recruited by reality tv production company to star in and produce a reality tv show for E! Entertainment that focused on my unique approach to substance abuse treatment, similar to Celebrity Rehab with Dr. Drew Pinsky. Pilot was filmed, however episode never aired and show was not picked up due to an executive turnover at Comcast Entertainment and E!. Duties included:

- Casting
- Show Development
- Pitching show with production company to various networks including, NBC, OPRAH, ABC, BRAVO, FOX, WB, E!
- On-Air Performance

Business Development Director & Clinical Director

2006-2010

National Therapeutic Services

Costa Mesa, CA

Recruited by owners to help with a start-up behavioral healthcare company. Helped grow company from 1 patient in 2006 to 100 patients by 2010. Business Development Duties included:

- Business organization structure
- Staff Hiring
- Business development planning including expenses and return on investment analysis
- Conference Lecturing and Attendance

- Advertising and video production
- Clinical program product development
- Brochure design, web design, SEO optimization
- Business development and growth strategy
- Daily blogging,
- Designed all print ads and signage (Graphic Design)

Program & Business Development Director

1998-2006

Sober Living By The Sea

Newport Beach, CA

Helped company grow from 40 beds in 1998 to over 120 beds in 2006 before company sold for 10x's EBITDA. Business Development Duties Included:

- Innovative clinical product design and implantation – Created first program to combine college with addiction treatment
- Clinical product development – Created unique programs to attract a specific population (i.e., females, professionals, college students, etc.)
- SEO Optimization
- All Web and Ad Copywriting
- In-House Graphic Design – Business Cards Logos, Brochures, Fliers, Displays, Etc.
- Conferences and Marketing Events
- Speaking engagements
- Video production.

EDUCATION

PhD	University Name, Electrical Engineering Dissertation: "Title" Committee: Name (chair), Name, Name	May 200X
MS	University Name, Electrical Engineering Thesis: "Title" Advisor: Name	May 200X
BS	University Name, Electrical Engineering Graduated Summa Cum Laude Minored in Mathematics	May 200X

HONORS AND AWARDS

List relevant awards, fellowships, honors, grants, and academic distinctions in reverse chronological order. Include a short description if necessary.

Title of Award	200X
Brief description	

Title of Fellowship 200X
Brief description

Title of Grant 200X
Brief description

RESEARCH EXPERIENCE

If you are applying for a teaching position, you might want to list the teaching experience section before the research experience section. Highlight important accomplishments, skills, and projects using concise sentences, beginning with an action verb. Complete sentences are not necessary. Be consistent in your grammatical style.

Dissertation, Name of Institution, Location 200X
Advisor: Name

- Skill/Accomplishment/Project
- Skill/Accomplishment/Project

Institution/Company/Organization, Location 200X to 200X
Position, Lab or Advisor Name

- Skill/Accomplishment/Project
- Skill/Accomplishment/Project

Company/Organization, Location 200X to 200X
Position

- Skill/Accomplishment/Project
- Skill/Accomplishment/Project

TEACHING EXPERIENCE

PUBLICATIONS

List your publications in reverse chronological order. Use an acceptable reference format commonly used in your field. Group your publications into different categories if you have a sufficient number to do so.

Books

Lastname, F.M., Book Title, Location: Publisher, 2008.

Journal Publications

Lastname, F.M., Lastname, F.M., and Lastname, F.M., "Article Title," Journal Name, vol. 1, no. 3, 2008, pp. 503-509.

Lastname, F.M., Lastname, F.M., and Lastname, F.M., "Article Title," Journal Name, vol. 1, no. 3, 2008, pp. 503-509.

Journal Papers Accepted

Lastname, F.M., Lastname, F.M., and Lastname, F.M., "Article Title," To be published in: Journal Name.

Lastname, F.M., Lastname, F.M., and Lastname, F.M., "Article Title," To be published in: Journal Name.

Journal Papers in Review

Lastname, F.M., Lastname, F.M., and Lastname, F.M., "Article Title," Submitted to: Name of Journal.

Lastname, F.M., Lastname, F.M., and Lastname, F.M., "Article Title," Submitted to: Name of Journal.

Conference Papers

(Peer-Reviewed)

Lastname, F.M. and Lastname, F.M., "Article Title," Proceedings of Conference Name, Nov. 17-18, 2008, PAPERID-000000, pp. 503-509.

Lastname, F.M. and Lastname, F.M., "Article Title," Proceedings of Conference Name, Nov. 17-18, 2008, PAPERID-000000, pp. 503-509.

(Abstract-Reviewed)

Lastname, F.M. and Lastname, F.M., "Article Title," Proceedings of Conference Name, Nov. 17-18, 2008, PAPERID-000000, pp. 503-509.

Lastname, F.M. and Lastname, F.M., "Article Title," Proceedings of Conference Name, Nov. 17-18, 2008, PAPERID-000000, pp. 503-509.

Conference Papers in Review

Lastname, F.M. and Lastname, F.M., "Article Title," Proceedings of Conference Name, Nov. 17-18, 2008, PAPERID-000000, pp. 503-509.

Lastname, F.M. and Lastname, F.M., "Article Title," Proceedings of Conference Name, Nov. 17-18, 2008, PAPERID-000000, pp. 503-509.

PATENTS

InventorLastName, F.M., InventorLastName, F.M., "Title of Invention," Unites States Patent, No. 0000000.

InventorLastName, F.M., InventorLastName, F.M., "Title of Invention," Unites States Patent, No. 0000000.

PRESENTATIONS AND INVITED LECTURES

Paper Presentation, "Title of Paper," Name of Conference, Date.

Keynote Address, "Title of Presentation," Name of Conference, Date.

Workshop, "Title of Presentation," Name of Workshop, Date.

PROFESSIONAL TRAINING

Seminar or Workshop

Name of Institution, Location, Date

Description: Include a brief description, if necessary.

ABC Certification, Name of Organization], Date

Description: Include a brief description, if necessary.

Company/Organization, [Position], [Department], Dates

- Skill/Accomplishment/Award/Certification
- Skill/Accomplishment/Award/Certification

PROFESSIONAL AFFILIATIONS

Name of Organization, 200X-Present

Description of role or responsibilities, if applicable.

Name of Organization, 200X-Present

Description of role or responsibilities, if applicable.

PROFESSIONAL SERVICE

Symposium Co-Organizer

Name of Conference, Symposium, Year

Peer-Reviewed Articles for:

- Name of Journal
- Name of Journal

COMMUNITY SERVICE

Organization

[Title/Position/Duty], [Location], Dates

Organization

[Title/Position/Duty], [Location], Dates

LANGUAGES

List the languages that you know, along with your level of proficiency. Use an appropriate proficiency scale such as the ACTFL which provides guidelines for Novice, Intermediate, Advanced, Superior, and Distinguished levels in Listening, Speaking, Reading, and Writing.

English: Native Language

Spanish: Intermediate Listener, Novice Speaker, Advanced Reading and Writing

COMPUTER SKILLS

It may be useful to provide a summary of your relevant skills, such as your computer skills. You could list your skills using a consistent format such as

Programming: skill 1, skill 2, skill 3, skill 4

Applications: skill 1, skill 2, skill 3, skill 4

Platforms: skill 1, skill 2, skill 3, skill 4

***PARTIAL LIST OF CONSULTING CONTRACTS**

- **TARZANA TREATMENT CENTERS** – Retained to create a on-site University for substance abuse counseling. (Tarzana, CA - 6 Months)
- **INFINITE RECOVERY** – Interim CEO (Austin, TX – 1 year)
- **ADDICTION TREATMENT SERVICES INTERNATIONAL** – (New Jersey)
- **LOTUS HEALTH** – (New Jersey)
- **SYNZI - Virtual Healthcare Platform** (Florida)
- **ALERE Toxicology** (Florida)
- **ANCHOR Diagnostics Laboratory** (Florida)
- **AVEE Toxicology** (Florida)
- **BETTY FORD CENTER** – Program Development (California)
- **PROMISES MALIBU** – Program Development
- **PINEGROVE BEHAVIORAL HEALTH** – Program Development
- **HOPE BY THE SEA** – Program Development
- **KIPU** – EMR System development
- **BEST NOTES** – EMR System Development
- **CHANGES PRIVATE RECOVERY CENTER TEXAS**
- **TREATMENT SOLUTIONS FLORIDA**
- **MORNINGSIDE RECOVERY** – Education Director and Business Development

REFERENCES

Dr. Albert Jones, [Title]

[Department Name]

[University Name]

[Mailing Address]

Phone: [Phone #]

Email: [email address]

Dr. Anne Smith, [Title]

[Department Name]

[Company Name]

[Mailing Address]

Phone: [Phone #]

Email: [email address]