



## Sandra Osteen

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### Professional Profile

For over 40 years I have been actively engaged as business development professional representing government entities, non-profit, private and publicly traded businesses and have played a pivotal role in the growth and development of these organizations. More recently I have held executive level business development positions and have been instrumental in creating new relationships and securing multi-million-dollar contracts producing extensive and profitable growth. My ability to develop and maintain business relationships on a national level and work directly with key decision makers has consistently produced results that exceeded my employer's expectations. Specifically, my work with federal, state and local government leaders has produced results, year after year and has earned me the respect of my colleagues and customers. I have an extensive working knowledge of correctional systems, legislative and industry practices. I am an effective written and verbal communicator and have demonstrated my ability to organize and execute marketing, development, and customer service plans in a responsible and timely manner.

### Education

- BS degree from Indiana University of Pennsylvania, May 1978  
Major: Exceptional Student Education
- MA degree from University of Florida, August 1985  
Major: Emotionally Handicapped and Specific Learning Disabilities
- EdS degree from University of Florida, December 1987  
Major: Educational Leadership

### Professional Experience

#### Critical Connections Consulting

Managing Director  
September 2007 to present

I formed my consulting company as a result of the prodding of former Secretary Mary Ann Saar. Currently the corporation is representing juvenile justice, community corrections, and ancillary services for the corrections industry.

The Managing Director is responsible for providing leadership and direction for the proper conduct of the business. Primary responsibilities include:

- Development of business strategic and tactical goals and objectives.
- Development of the business model including budgeting and management to objectives
- Assessment of professional staffing requirements, selection of management personnel and assignment of duties
- Primary executive responsibilities for development of marketing strategy and development of strategic relationships
- Executive responsibility for financial management, tax and regulatory compliance and reporting.
- Direction of all key personnel in the organization
- Providing for the orderly and proper management of the operation of the business.

**Correct Rx Pharmacy Services**

Vice President of Marketing and Customer Service

October 2007 to February 2010

## Responsibilities:

- Marketing—I represent the company at national conferences. Name branding is a critical component of marketing. Writing articles for DOSE is another marketing tool. Attending government related activities is also a part of marketing and advocacy.
- Business Development—following up on the leads that are obtained at the conferences as well as from colleagues in the industry. Preliminary data gathering is collected and results in a decision to move forward with the lead or decline continuance. Assisting with the RFP process is also a part of business development.
- Customer Service—conducting client surveys is vital to quality assurance. Contacts are made semiannually.

**Community Education Centers**

Vice President of Customer Relations

November 2006 to October 2007

## Responsibilities:

- Maintain positive customer relations seeking customer satisfaction with regard to contract agreements and operations
- Represent the company at local, state, and federal agencies
- Assist the senior vice president with business development identifying potential projects for growth
- Set-up the appointments for company presentations
- Coordinate and facilitate facility tours
- Assist with organic growth by maximizing utilization
- Participate in lobbying initiatives
- Identify sites and attend zoning meetings for potential projects
- Assist the senior vice president with marketing and conference planning
- Attended all national conferences as the company's representative

**Cornell Companies**

Director of National Client Relations

Director of Business Development Midwest

Private Consultant

July 2000 to November 2006

## Responsibilities:

- Assist in planning expansion of company as a member of the Development Council
- Direct long-term planning and corporate business strategies
- Serve as a liaison to local, state and national agencies
- Develop/maintain working relationships with executives and business offices within governmental agencies
- Assist in negotiating contracts with outside agencies
- Direct, assist and complete company strategy regarding use permits
- Maintain involvement with preparation of bids for new facilities
- Advise on financial feasibility of projects and programs
- Maintain confidentiality obtained through job duties regarding employees, vendors, residents, outside agencies, etc., so that sensitive information is only given on a “need to know” basis
- Host tours of facilities
- Staff training
- Develop national referral base for specified facilities

- Identify and develop potential business development projects for expansion
- Maintain and case manage major accounts
- Plan, implement and represent Cornell at national conventions
- Assist in program development issues

### **CiviGenics**

National Director of Business Development  
April 1999 to May 2000

#### Responsibilities:

- Research and analysis of need assessments
- Identification of new projects
- Site acquisitions
- Develop business partnerships
- Identify potential acquisitions and mergers
- Expansion of services
- Customer relations
- Company representation at conferences and governmental affairs

### **Rebound**

Director of Business Development  
Director of Admissions  
Director of Education/Principal  
June 1995 to April 1999

#### Responsibilities:

- Same duties as previously stated in business development
- Establish and maintain contact with placing agencies, courts and probation officers
- Forecast demand
- Establish and maintain customer service
- Attend trade shows to broaden base of referrals and monitor competition
- Court liaison for placements in facilities for placement decisions, interstate compacts, transportation, and contract issues
- Monitor of education programs for compliance with state and federal mandates
- Debt collection
- Company representation in judiciary proceedings
- *Development, implementation and evaluation of educational/vocational components of the treatment program. This program earned state-of-the-art status deemed by the FL Inspector General and was the mechanism that prompted promotions within the company as well as career advancement into the adult correctional system. At the time, I worked at the Citrus County Jail under the leadership of Sheriff Dean and Sheriff Dawsey. The contract was with the FL Department of Juvenile Justice for the operation of a Level 10 residential facility, which in FL was termed "the super predators."*

### **Citrus County Schools**

Staffing Specialist August 1994 to June 1995

#### Responsibilities:

- Grant writing and implementation
- Grant oversight and management
- Multidisciplinary staffing chair for exceptional students
- Curriculum development
- Behavior management specialist

**Sumter County Schools**

Interning Principal/Teacher  
Summer School Principal (Elementary and Secondary)  
August 1989 to August 1994

## Responsibilities:

- Summer school principalship at Webster Elementary, Webster Middle School, North Sumter Primary School, Wildwood Middle School

**Mid-Florida Community Services**

Consultant  
January 1989 to May 1989

## Responsibilities:

- Teacher evaluation
- Curriculum development
- Budget auditing of federal grant

**Lake County Schools**

Staffing Specialist and Curriculum Specialist  
Teacher of Emotionally Handicapped  
Teacher of Educable Mentally Handicapped  
September 1978 to March 1988

## Responsibilities:

- Same duties as previously stated in staffing, curriculum, and teaching

**Professional Assignments**

Kids' Hope United—Board  
Child Welfare Institute—Board  
Governor's Children's Initiatives—Chairperson  
American Corrections Association—Education Committee  
National Juvenile Detention Association—Education Committee  
Southern Association for Colleges and Schools—Auditor  
Florida Diagnostic Learning Resource Systems—Writing Team  
Sumter County Schools—Writing Team  
School Improvement Training—Presenter  
School Effectiveness Training—Presenter  
Teacher Education Council--Member  
Juvenile Justice Council—Writer

**Awards**

Legacy Award, 2020 Association of Women Executives in Corrections  
Making a Difference Award, 2008  
Florida State Master Teacher of the Year Award, 1986  
Magna cum Laude

**References**

Available Upon Request