

Jennifer Day

Originally from the Heartland, Jennifer grew up in rural Illinois surrounded by cornfields and cattle. Determined not to bale hay for a living, she pursued her passion in her Swedish ancestry, and attended Augustana College in Rock Island, Illinois where she obtained a triple major in Swedish, Marketing and International Business.

Since jobs requiring Swedish language skills are scarce in the US, Jennifer focused on sharpening her sales and marketing skills. In her professional career, she has worked in both sales and operational roles in a variety of industries including Non-Profit, Arts & Entertainment, Agriculture, Technology and Healthcare. Some of her previous engagements include:

- **VP, Strategy and Growth**, Red Rock Diagnostics
- **Director of Marketing and Business Development**, Steinberg Diagnostic Medical Imaging
- **Chief Business Development Officer**, Compass Living
- **Director, Sales and Marketing**, Willow Creek Assisted Living
- **Executive Director**, Plaza Assisted Living (Sunwest Corp.)
- **Investor Relations**, Berwick Black Cattle Co.
- **Executive Director**, Orpheum Theatre

As Marketing and Business Development Director at Steinberg Diagnostic Medical Imaging, Jennifer led her team to create unbelievable growth all four years of her tenure. Responsible for sales strategy and sales performance, marketing and employee engagement, she created a team culture around the 4DX principles that resulted in year-over-year, double-digit growth and affirmed her decision to leave hay-baling behind.

In her current role of VP of Strategy and Growth at Red Rock Diagnostics, Jennifer help healthcare practices streamline billing and collections of third party liability AR, and maximize the highly untapped market of personal injury to achieve unbelievable growth.