

**MARCY GOODFLEISCH, MA, CDM**  
**7802 Cheno Cortina Trail, Austin, Texas 78749**

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**VITAE**

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**EDUCATION & MEDIATION TRAINING**

- Mediator: Trained in Civil, Family, CPS, & Workplace Dispute Resolution
- Credentialed Distinguished Mediator (CDM), Texas Mediation Credentialing Assoc.
- Master of Arts in Liberal Studies, Excelsior College, Albany NY
- Graduate research in Psychology & Ethics (Philosophy)
- Graduate work in Dispute Resolution & Communication, Park University, Parkville, MO
- Doctoral coursework in Education, Texas A&M University at Commerce
- Bachelor of Science in Liberal Studies, USNY Regents College, Albany NY
- Undergrad minor in Psychology (including coursework in Child Psychology)

**EXPERIENCE RELATED TO CLINICS AND INSURANCE**

**Institutional Review Board (IRBs) & Contract Research Organizations (CROs)**

- Dispute Resolution & Mediation for conflicts between subjects, sites & sponsors
- IRB Board Member, Salas IRB, Austin, TX (since Aug. 2017)
- IRB Board Member, IntegReview IRB, Austin TX (since 1999)
- Extensive experience reviewing drug and device research studies in human subjects
- Experienced in reviewing specialty areas (oncology, pediatric, etc.)
- Presenter: 2015 MAGI Conference in Washington, D.C. ("Communication through ICs")
- Frequent presenter at annual IRB Ethics in Human Research seminars
- Former Administrator of Subject & Community Relations: PPD CRO Austin (1996-97)

**CommUnityCare Health Centers (FQHC), Austin, TX: 2002-2008**

- Clinic Administrator – David Powell HIV Clinic, Austin, TX, 2002-2004
- Clinic Administrator – Rosewood Zaragosa Clinic, Austin, TX 2004-2006
- State & Federal Governmental Liaison & Legislative Analyst, 2006-2008
- Official representative to FQHC and other government regulatory & funding agencies
- Managed large staff of GP, Pediatrics, IM & OB/Gyn professionals
- Obtained and managed more than \$1.2 million in local & federal grant funding

## **ADDITIONAL PROFESSIONAL EXPERIENCE**

### **Adjunct Professor & Course Developer, Park University: (2008-ongoing)**

- Communication courses
- Upper-level capstone courses
- Course Developer (Ethics & Psychology content)
- Member of Faculty Advisory Board, Faculty Center for Innovation

### **Communications Manager, UT Austin**

#### **Information Technology Services Department: 2000-2002**

- Internal & external communications, media relations, special events
- Developed comprehensive internal/external communications plan
- Conducted focus groups & user research for departmental services & projects
- Wrote & obtained \$1 million state grant for capital IT expenditures

### **Director of Communications, Texas Lottery Commission: 1997-1999**

- Communications Director & Spokesperson for high-profile, multi-billion dollar agency
- Statewide, national & international communications & media relations
- Created Legislative Appropriations Request and five-year Legislative Strategic Plan
- Extensive experience in print & satellite news feeds, live news conferences & PSAs
- Credited with reversing negative news trends following turnovers in agency leadership

### **Community Relations Administrator, PPD, Inc. Austin Texas: 1996-1997**

- Managed community relations for large Contract Research Organization (CRO)
- Coordinated state & national media relations & news coverage
- Credited with 50-percent share increase in targeted subject-marketing goals

### **Manager, Public Information Department, State Bar of Texas: 1991-1995**

- Managed media relations department for large, high-profile state agency
- Communications planning & project development
- Recognized for enhancing agency image and increasing positive media coverage

### **Public Information Manager, Texas Transportation Department: 1985-1991**

- Managed statewide & national program for multi-billion dollar state agency
- Member, Agency Sunset Review Team
- Developed rules for *Texas Register*
- Managed staff of professionals in fast-paced, politically sensitive environment
- Appointed to agency taskforce groups to analyze & project future transportation needs in Texas and to research agency-wide education and training needs & deficiencies.

**MARCY GOODFLEISCH**  
**Professional Development & Presentations**

International Society of Humor Studies Conference, Dublin, Ireland. Presenter (Sociopathic Behaviors in Comedic Cinema). June 2016.

North East Texas Humor Research Conference, Texas A&M University-Commerce. Presenter (Humor as an Interdisciplinary Capstone Course). Feb. 2016.

MAGI Clinical Research Conference East. Arlington, VA. Speaker & Panelist. 2015.

IntegReview IRB, Annual Human Research & Subject Safety Seminars. Austin, Texas. Regular attendee and frequent speaker (Ethics, Dispute Resolution & Communication). 1999-2019

University of Texas M.D. Anderson Cancer Center, Ethics and Compliance in Oncology Research Conference. Houston, Texas. Attendee. 2008

Health Resources & Services Administration Grantee Conference. Official Grantee Representative. Washington, D.C. 2008.

National Association of Community Health Centers. Washington, D.C. Annual Policy and Issues Forums. Agency Representative. 2006-2008.

Texas Association of Community Health Centers, Annual Conference on Community Health Centers. Attendee. Austin Texas. 2007.

National Association of Community Health Centers, Health Center Management Conference. Providence, RI. Agency Representative. 2006.

J. Reuben Clark School of Law, CLE: Mediation & Ethics. Provo, UT. Attendee. 2006

City of Austin Executive Management Academy. Austin, Texas. 2004.

EDUCAUSE (Information Tech. in Higher Ed). Annual Conference. San Antonio, TX. 2002.

Governor's Management & Executive Development. New Braunfels, Texas. 1998.

National Assoc. of State & Provincial Lotteries. Annual Conference, Denver, CO. 1998.

National Association of Government Communicators Annual Conference. Washington, D.C. Regular attendee, speaker. 1995-1998.

State Bar of Texas Bar Leaders' Conferences. Regular presenter on Media Relations. 1991-1995.

National Association of Bar Executives. Annual Conference: Communications Section. Mackinac Island, Michigan. 1994; Albuquerque, NM, 1993. Attendee & Presenter (Communications Planning).