

NICOLE L. CROWELL, M.S., DHSc. Candidate

nicolecrowell76@hotmail.com - <https://meritpages.com/nicolecrowell> - <https://www.linkedin.com/in/nicolecrowell/>

HIGHLIGHTS

Grant/Medical Writing	Teaching & Training	Strategic Planning
Grant/Contract Management	Curriculum Development	Community Engagement
Clinical/Scientific Strategy	Research Design	Public Speaking
Contract Negotiation	Implementation Science	Budget Management/Development
Salesforce	Data Analysis & Outcomes Reporting	Grant funding searches
SharePoint	Theoretical Framework/Concept Development	Newsletter, Research Poster Design
Microsoft Office Suite	Program Management	Process/Quality Control
Workfront, Egnyte, Asana	Program Evaluation	Root/Cause Analysis

PROFESSIONAL EXPERIENCE

11/2024 – present **ASSOCIATE DIRECTOR, SCIENTIFIC STRATEGY**
Therapeutic focus: Oncology, hematology & blood disorders
Clinical Education Alliance

- Determines the scientific strategy for continuing medical education (CME) grants being submitted to industry sponsors
- Conducts extensive research on clinical gaps and healthcare professional educational needs in oncology, hematology, and blood disorders
- Writes and develops full grant applications for CME programs
- Determines learning objectives for CME program activities
- Creates CME clinical program agendas and educational curriculums in alignment with established learning objectives
- Maintains up-to-date knowledge regarding the evolving oncology/hematology therapeutic landscape
- Evaluates findings from previously funded CME programs and applies outcomes in the development of new grant proposals
- Provides scientific strategy and grant writing across therapeutic areas outside of oncology including neurology and cardiometabolic health as needed

Notable Accomplishments

- Funding within the first 8 months: \$592,000; Currently has 16 grants pending decision
- Developed new standard template language for grant applications to show how medical education products offered by the company deliver key principles of adult learning theory to foster and reinforce knowledge attainment
- Enhanced the proposal information form to make the grant development process more efficient for educational and scientific strategists

5/2023 – 11/2024 **DIRECTOR OF MEDICAL EDUCATION**
Informa Connect

- Developed medical education grants for multispecialty therapeutic areas to secure continuing medical education (CME) funding
- Determined the clinical strategy for and developed clinical education activities for CME programs
- Conducted comprehensive gap analysis and research on pain, neurological, and psychiatric conditions
- Designed pre and post-tests for funded CME grant activities

- Conducted data analysis for CME grant activities and developed outcomes reports for submission to sponsors
- Led the development of the clinical content agenda for 2 national meetings and summits (over 1400 attendees) on pain management and brain health that cover diverse neurological diseases and psychiatric disorders
- Provided direction of clinical strategy regarding CME and medical conferences for healthcare professionals
- Remained up to date on the treatment landscape for pain, neurological, and psychiatric/mental health conditions
- Reviewed conference course presentations submitted by faculty for clinical and scientific accuracy, and data validity, and made recommendations for updates and approval
- Provided administrative oversight of scientific abstract processes for national meetings and weekend summits
- Reviewed scientific course/poster abstracts for national meetings and weekend summits and rendered decisions regarding acceptance or denial
- Established submission criteria for medical conference course presentations and scientific poster abstracts

Notable Accomplishments

- Secured over \$300,000 in grant funding within first year of employment
- Within first year of employment, created a company-wide initiative to increase grant funding, advance health equity, and reduce disparities through clinician education - Health Equity Achievement and Longevity (HEAL) Initiative
- Conducted and implemented p-value statistical analysis results into outcomes reports as this had not been conducted for previous grants won
- A total of 4 scientific poster abstracts were accepted for presentation at the National Institutes of Health annual BRAIN Initiative conference and the PAINWeek 2024 conference
- Developed Pfizer funded webinar series that garnered over 1,000 learners within a 4-month period and remained in the top 25 of CME activities out of 500 activities across the nation

7/2021 – 4/2023

ASSOCIATE MEDICAL WRITER

Medscape/WebMD

Therapeutic focus: Neurology, dermatology, psychiatry, radiology, ophthalmology, gastroenterology

- Wrote clear and succinct needs assessments that provided evidence for identified clinical practice gaps
- Ensured that proposals adhered to rules of grammar, punctuation, and style
- Participated in proposal initiation calls with internal stakeholders to obtain details and direction for proposal development, including clinical focus, educational tactics, and outcomes assessment plans
- Delivered assignments according to specified timelines and quality standards
- Maintained up-to-date knowledge of important clinical issues, relevant literature, clinical practice guidelines, approved therapeutic drugs and regimens, therapeutic pipelines, and key opinion leaders
- Quickly acquired up-to-date knowledge of therapeutic area(s) as needed
- Incorporated data, visuals, and narrative into a compelling written story

Notable Accomplishments

- Helped to win 14 grants in 2022 totaling nearly \$10 million dollars
- Has routinely submitted 11 grants in a 1-month period, exceeding the required 5 to 7 monthly quota
- Ability to write across diverse and complex topics. Clinical topics covered include, multiple sclerosis (MS); migraine, narcolepsy; Gaucher disease; Parkinson's disease; dementia; epilepsy; chronic inflammatory demyelinating polyradiculoneuropathy (CIDP); myasthenia gravis; schizophrenia; amyotrophic lateral sclerosis (ALS); major depressive disorder (MDD); bipolar disorder; short bowel syndrome (SBS); Crohn's disease; ulcerative colitis (UC); nonalcoholic fatty liver (NAFL);

nonalcoholic steatohepatitis (NASH); acute hepatic porphyria; eosinophilic esophagitis (EoE); inflammatory bowel disease (IBD); irritable bowel syndrome (IBS); alopecia areata; atopic dermatitis; prurigo nodularis; acne; psoriasis; pustular psoriasis; aesthetic dermatology; vitiligo; chronic spontaneous urticaria; dystrophic epidermolysis bullosa (DEB)

- Nominated as Most Valuable Employee in 2023

12/2019 – 6/2021 GRANT WRITER/RESEARCH DEVELOPMENT CONSULTANT

Independent Contractor
Remote

- Wrote grant applications and assisted clients/faculty with the development of research proposals
- Assisted with concept and programmatic development of grant applications
- Conducted scientific research and applied research findings to the development of grant applications
- Assisted with research design, analysis, and program evaluation
- Located and disseminated grant funding opportunities to clients/faculty
- Provided grant development training to faculty and staff

8/2018 – 12/2019 GRANT PROPOSAL DEVELOPMENT ASSOCIATE

Emory University, School of Medicine
Department of Pediatrics, Atlanta, GA

- Oversaw and managed the development and submission of large, complex clinical and biomedical research grant proposals
- Developed comprehensive project management plans for clinical and biomedical grant applications and provided oversight of project staff
- Provided content assessment and editing of grant proposals and supporting proposal documents
- Developed and maintained institutional environment (boilerplate) documents
- Assisted with the preparation of human subjects documents and ensured that all required components of the human subjects section was addressed
- Located and disseminated clinical and biomedical grant funding opportunities to research faculty and staff
- Maintained departmental grant funding opportunity web page
- Provided training on grant development topics as needed
- Created grant tutorials and educational materials for faculty and staff

Notable Accomplishments

- Helped secure over \$8.5 million in grant funding within first year
- Created the Grant Development Efficiency Model, a conceptual framework for developing complex grant proposals. After implementation, qualitative and quantitative data analysis has shown improvement in the efficiency of the grant development process and the quality of proposals submitted
- Created monthly funding opportunity newsletter that increased traffic to the department funding opportunity web page by over 70 percent
- Developed an online grant request form to expedite locating funding opportunities for faculty

3/2015 – 8/2018 PROJECT DIRECTOR, CO-INVESTIGATOR

RCMI Translational Research Network, National Institute on Minority Health and Health Disparities (NIMHD), Morehouse School of Medicine, Atlanta, GA

- Managed program operations for a network of more than 1,300 research scientists across 21 academic/health institutions
- **Supervised the work of staff members across 5 divisions:** Steering Committee, Research Coordinating Center, Research Implementation, Data Coordinating Center, and Administrative Coordinating Center

- Evaluated and monitored project outcomes
- Prepared and reviewed progress reports for submission to federal sponsor
- Wrote and coordinated grant proposals for submission to federal, corporate and foundation sponsors
- Directed multi-site pilot study
- Developed research plan, study protocol, and data collection tools for multi-site pilot study
- Prepared manuscripts for publication
- Prepared research presentations and presented findings at scientific meetings and conferences
- Established and implemented network-wide policies, governance, and SOPs in collaboration with federal and internal stakeholders
- Coordinated and monitored the development and implementation of multi-site research studies
- Planned and coordinated large-scale conferences and meetings
- Developed workforce development training for network staff

Notable Accomplishments

- Generated 2 collaborative research project ideas that produced \$200,000 in federal grant funding within first year of position. Helped to secure over \$1.8 million in grant funding over 3-year period.
- Developed and implemented network-wide process for tracking grant funding, intellectual property, and research partnerships across 18 institutions (RCMI Report Card)
- Assisted in developing network-wide evaluation plan with measurable assessment guidelines
- Developed workforce development webinar series for researchers and administrative support staff

2/2011 – 3/2015

PROGRAM ADMINISTRATOR, CO-INVESTIGATOR, CHAIR

Western New York Center to Reduce Disparities, National Cancer Institute (NCI),
Roswell Park Cancer Institute, Buffalo, NY

- Directed and managed fiscal and programmatic operations
- ***Provided programmatic and administrative oversight for 5 divisions:** Administrative Core, Outreach Core, Training Core, Research Core (R01) and Pilot Research Core (R03)
- Provided financial and administrative oversight for 11 research projects
- Assisted with collection and evaluation of outcomes data
- Supervised a staff of approximately 21 people across 5 health/academic institutions
- Developed and implemented cancer health disparities research projects
- Wrote grant proposals and coordinated grant submissions
- Developed request for proposals (RFPs) for in-house grant opportunities
- Located potential funding opportunities for staff and graduate students
- Coordinated large-scale federal site visits
- Acted as a liaison between 70 plus community partners, federal, internal, and external stakeholders

Notable Accomplishments

- Served as Chair of the National Cancer Institute Program Managers Committee overseeing grant administrative program efforts for 23 cancer centers
- Developed and implemented the use of electronic mileage forms, increasing the accuracy of reimbursement payments by 75 percent
- Secured \$140,000 in supplemental federal grant funding within first year of position

EDUCATION

Summer 2025

Doctor of Health Sciences: Clinical Concentration

University of Bridgeport, Bridgeport, CT

2010

Master of Science: Health Services Administration

D'Youville College, Buffalo, NY

1999 **Bachelor of Science: Biology**
Fordham University (Marymount College Campus, Tarrytown, NY)

CERTIFICATES

2017 **Contract Law Certificate**, Harvard University edX, Cambridge, MA
2009 **Clinical Research Administration Certificate**, Middle States Commission on Higher Education, D'Youville College, Buffalo, NY
2008 **Long Term Care Administration Certificate**, Middle States Commission on Higher Education, D'Youville College, Buffalo, NY
2007 **Health Services Administration Certificate**, Middle States Commission on Higher Education, D'Youville College, Buffalo, NY

PROFESSIONAL DEVELOPMENT

2024 – present **Member**, The Honor Society of Phi Kappa Phi
2022 – 2023 **Member**, American Medical Writers Association
2021 **Member Scholarship Program Awardee**, National Organization of Research Development Professionals
2018 – 2023 **Member**, National Organization of Research Development Professionals
2020 **Grant Reviewer**, Faculty Development Program, The Chicago School
2017 **Grant Reviewer**, Howard University, Internal Grant Program
2017 – 2018 **Conference Program Director**, RCMI Translational Science Conference 2017
2017 – 2018 **Co-Chair, Program Managers Committee**, RCMI Translational Science Conference
2016 **Scientific Reviewer**, The Satcher Health Leadership Institute, Transdisciplinary Collaborative Center for Health Disparities Research (TCC)
2015 – 2018 **Clinical Research Committee**, Morehouse School of Medicine
2013 - 2014 **Academic Research Fellow**, National Cancer Institute, Community Networks Training Program
2012 – 2014 **Committee Chair, Program Managers Committee**, National Cancer Institute (NCI), Buffalo, NY/Bethesda, MD
2010 – 2014 **Grant Reviewer**, Department of Health and Human Services, Health Resources & Services Administration
2009 **Emerging Leader Award**, D'Youville College, Buffalo, NY
2007 – 2011 **Board Member, Grant Reviewer**, Susan G. Komen, Western New York Affiliate, Buffalo, NY

ABSTRACTS, PRESENTATIONS, PUBLICATIONS **(Complete list included in CV)**

2024 **Crowell, NL.** Leveling the Playing Field: Optimizing Migraine Diagnosis and Treatment in Diverse Racial and Ethnic Patient Populations – Preliminary Findings from a Four-Part Webinar Series. Poster presentation at PAINWeek 2024 Conference. September 3-6, 2024; Las Vegas, NV
2024 **Crowell, NL.** Understanding the Burden and Impact of Migraine - Preliminary Findings from Webinar 2 of a Four-Part Continuing Medical Education (CME) Series. Poster presentation at at PAINWeek 2024 Conference. September 3-6, 2024; Las Vegas, NV
2024 **Crowell, NL.** Leveling the Playing Field: Optimizing Migraine Diagnosis and Treatment in Diverse Racial and Ethnic Patient Populations – Preliminary Findings from a Four-Part Webinar Series. Poster presentation at the 10th Annual NIH BRAIN Initiative Conference. June 17-18, 2024; Bethesda, MD

- 2024** **Crowell, NL.** Understanding the Burden and Impact of Migraine - Preliminary Findings from Webinar 2 of a Four-Part Continuing Medical Education (CME) Series. Poster presentation at the 10th Annual NIH BRAIN Initiative Conference. June 17-18, 2024; Bethesda, MD
- 2024** **Crowell, NL.** The Guide to Surviving Your Thesis. Manuscript in process
- 2024** **Crowell, NL.** Part 1: Crowell's Grant Efficiency Model (Crowell's GEM): A Conceptual Framework for Improving Grant Development Efficiency and Quality. LinkedIn article. May 2024.
- 2020** **Crowell, NL.** The Grant Development Efficiency Model: A Conceptual Framework for Complex Grant Proposal Development. National Organization of Research Development Professionals, Virtual Conference. Speaker presentation. July 30, 2020
- 2019** **Crowell, NL.** The Grant Development Efficiency Model: A Conceptual Framework for Complex Grant Development. Speaker Presentation. April 2019; Emory University, Atlanta, GA
- 2017** **Crowell, NL.** Breast Cancer Beliefs, Screening, and African American Women. Poster presented at RCMI Translational Science Conference 2017. October 29, 2017; Washington, DC
- 2017** Rollins, L, **Crowell, NL.** Learning and Action Communities for Research. Poster presented at RCMI Translational Science Conference 2017. October 29, 2017; Washington, DC
- 2017** Hayes T, **Crowell, NL,** Ofili E. Training for Health & Medicine: Impact of the RCMI Programs. Poster presented at RCMI Translational Science Conference 2017. October 29, 2017; Washington, DC
- 2017** **Crowell, NL.** The Fundamentals of Grant Writing for Administrators. Speaker Presentation at RCMI Translational Science Conference 2017. November 1, 2017; Washington DC