

DANIELA I. DALE

3926 Santa Nella Pl. | (619) 317-3869 | didale@hotmail.co.uk

Skills Summary

Fertility center co-owner and practice manager with more than 20 years' experience in reproductive biology and assisted fertility.

Experience

Centro Fecondazione Assistita (Center for Assisted Fertility)

Naples, Italy - Performing approximately 1,000 cycles per year

Co-owner and Practice Manager / Jul 2012 – Apr 2017

- Oversaw clinic operations, including laboratory, sales and administrative staff
- Liaised between the practice and doctors and other service contractors, ensuring optimal client service
- Ensured financial policies and procedures were closely followed
- Responsible for operational efficiencies and contributing to sales and marketing efforts, including company messaging and advertising campaigns

Director of International Donor Program / Jun 2004 – present

- Created international donor program, which included establishing business partner relationships globally, developing pricing structure and customer service standards
- Responsible for generating new clients through doctor relationships
- Meet with prospective clients to thoroughly explain the IVF process, establish expectations and coordinate points of care and travel, when necessary
- Established and maintained business partner relationships with a global network of IVF centers.

Embryologist / Sep 2000 – May 2004

- Performed clinical IVF techniques including preparing semen specimens, retrieving oocytes, culturing embryos and assisting in embryo transfer
- Conducted chemical analyses on body fluids. Cryopreservation of embryos/sperm.
- Performed routine testing and quality control studies to ensure adherence to standards.

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Awards and Acknowledgements

Author / Abbi Cura della tua Fertilita' (Fertility guide)

Released Jan 2017

Education

Bachelor of Science (BSc) – Biological Sciences – 1995-2000

The University of Salford – Manchester, U.K.