

# **CRAIG S. LASER, EdD, RN, CENP**

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## **Professional Summary**

A progressive and inclusive executive leader that integrates his knowledge of academia, operations, leadership, clinical services, performance, organization development, and systems thinking to help individuals, teams, and organizations learn and create success to operationalize innovative ideas. Experienced in team leadership, physician relationships, assessing organizational operations, learning, and creating sustainable professional nursing cultures. Leadership experience includes tertiary acute care, academic medical centers, and dealing with complexity and challenge. Strong clinical, operational, program development, process, systems, and organizational improvement philosophy that connects the mission, culture, and organizational goals to work. Accomplished in engaging individuals and teams, achieving results, and exceeding performance expectations to innovate nursing excellence and empowerment.

### **Expertise with the following skills and competencies:**

- Practitioner scholar in innovation, leadership, complexity science, and performance;
- Education and learning program development and implementation;
- Leadership and clinical expertise in Critical Care, Emergency Services, Medical Emergency Response Team, Prehospital and Transport Medicine, and Trauma Services;
- Integrator, collaborator, and change leader to improve practices and operations.

## **Education**

- Doctorate in Interdisciplinary Leadership (EdD), Creighton University, Omaha, NE
- Master of Arts in Organizational Management, University of Phoenix, Phoenix, AZ
- Bachelor of Science in Nursing, Arizona State University, Tempe, AZ

## **Academic Courses**

- Introduction to Leadership and Management in Nursing
- Introduction to Management
- Foundations of Innovation
- Innovation and the Individual
- Technology and Innovation
- Facilitating Innovation
- Advanced Principles and Concepts of Innovation
- SCU/ASU Virtual Innovation Exchange Program

## **Faculty and Teaching Appointments**

- Arizona State University, Edson College of Nursing and Health Innovation (2020-current), Clinical Associate Professor, Health Innovation Programs
- University of San Diego (2016), Adjunct Faculty, College of Nursing, Leadership Track
- Grand Canyon University (2002-2008), Adjunct Faculty, College of Nursing and Health Sciences
- Arizona State University (2006-2009), Faculty Associate, WP Carey School of Business

## **Leadership Experience**

### **Arizona State University, Edson College**

(August 2020-current)

- **Assistant Dean, Strategic Partnerships and Innovation** (February 2023-current)
- **Director, Edson College Academic – Practice Partnerships** (May 2022-February 2023)
  - Member of Edson College Executive Leadership Team.
  - Develop, collaborate, and manage alliances, partnerships, relationships, and service agreements.
  - Core Steering Team Member, Mayo-ASU Health Alliance, Med-Tech Accelerator Program
  - Facilitated Summer 2022 HEALab Internship Program
  - Vice-Chair, Edson College Standards Committee
- **Associate Director, Health Innovation Programs** (July 2021-Aug 2022)
  - Led and Facilitated UOEEE process for program.
  - Created content for HCI 538 for the Thunderbird School of Management Cohort
  - Participated and instructed in ASU 101.
  - Collaborated with EdPlus and CON Instructor to transition HCI 538 content into Mandarin.
  - Redesigned HCI 538 content, assignments, and learning activities.
  - Participated as a representative for Health Innovation Programs at the Edson CONHI FacuITEA.
  - Mentoring MAS student working on Informatics Project
  - Volunteered for vaccine clinic held at ASU – 3 separate sessions.
  - Volunteered at ASU 2021 Homecoming booth.
  - Serve on Standards Committee for Edson College.
  - Serve on the CTF Selection/Review Committee for Edson College.
  - Chair, Edson College 2021 United Way Campaign
- **Clinical Associate Professor, Edson College** (July 2020-current)
  - Teach healthcare innovation program curriculum at the undergraduate and graduate level- HCI 311, 425, 428, 538, 548, and 563.
  - Leading interdisciplinary project to launch a nurse scholar program with healthcare partner.
  - Lead faculty in summer 2020 virtual immersion program in innovation for nursing students with international partner.
  - Developed and led Innovation Immersion in April 2021 for SCU University Students virtually.

### **HonorHealth**

(2020-2022)

- **Nursing Services Excellence and Performance Advisor**
  - Led interdisciplinary team with a focus on improving nursing practice and performance.
  - Created blueprint and program curriculum for HonorHealth/ASU Nurse Scholar Program.
  - Monitored, analyzed, trended, and shared data on nurse sensitive indicators for Magnet.
  - Restructured professional governance model with a focus on unit-based councils and implementation of councilor model.

### **University Medical Center of Southern Nevada, Las Vegas, NV**

(2016-2019)

- **Associate Chief Nursing Officer – Critical Care Division**
  - Led strategic and operational oversight for critical care division, which included the Adult Emergency Department, Trauma Resuscitation Suite, 6 Critical Care Units, Burn Care Unit/OP Burn Wound Clinic, Medical and Surgical IMC, Chest Pain Unit, Cardiac Cath Lab, OP Cardiology, and Medical Emergency Response Team (600+ employees, 4 direct reports, 36 secondary reports).
  - Managed operational and capital budget development and control of over \$20 million.
  - Led enterprise wide initiatives to improve overall hospital wide patient flow and throughput utilizing a lean based methodology.

### **West Health, La Jolla, CA**

- **Program Manager**

(2014-2016)

- Led **multidisciplinary projects** focused on pioneering technologies, practices, and policies with the goal of improving access to quality healthcare and lowering the cost of care for seniors.
- Researched, collaborated, and acted as a change agent for innovation and tests of change in the healthcare ecosystem with academic and community clinical research partners, including grant and funding experience.

**Valleywise Health (formerly MIHS), Phoenix, AZ** (2012–2014)

- **Pediatric Service Line Clinical Nursing Director, Valley Wise Medical Center**
  - Led and provided operational, business, clinical strategy, innovation, and quality oversight of the children's service line which includes hospital-based services, emergency and trauma services and ambulatory care clinics at a Level I Trauma Center, ABA/ACS Verified Burn Center, and public, academic medical center.

**TeamHealth, Knoxville, TN** (2009-2013)

- **Operational Performance Consultant (Emergency and Hospital Medicine Division)**
  - Led and facilitated operational performance improvement workshops for emergency/trauma services and departments based on Lean Healthcare principles designed to improve patient care, department throughput and operational metrics.

**Laser Performance Consultants, LLC, Phoenix, AZ** (2006-current)

- **Principal and Owner**
  - Provide advisory and consulting services on operational and organization development, human resource issues, leadership architecture, and learning.

**Banner Health, Phoenix, AZ** (2002-2006)

- **Critical Care Services Director**
  - Led and managed multigenerational workforce of 200+ employees in critical care (CVICU/CCU), trauma unit and post-surgical care setting in a dynamic and 35,000 employee healthcare system.

**Publications, Professional Presentations & Conferences**

- **Expert/Subject Matter Consultations and Thought Leadership (2021)**
  - Modern Healthcare
  - Fierce Health
  - Drive Health
  - Nursing World
  - Interview on Covid 19 Response - KTAR
- **Publications**
  - Laser, C. (2012). Followership. <http://thunderbirdleadership.com/files/documents/Followership.pdf>
  - Heckerson, E. and Laser, C. (2006). Just Breathe. *Nurse Leader*, Vol. 4, No. 6, pp. 26-28.
  - Haycock, C., Laser, C., Keuth, J. et al. (2005). Implementing evidenced based practice findings to decrease postoperative sternal wound infections following open heart surgery. *Journal of Cardiovascular Nursing*, Vol. 20, No. 5, pp. 229-305.
- **Professional Presentations**
  - Fall Faculty Intensive, Edson College Prelicensure Team, Leadership Development Session, 2022
  - National Teaching Institute, AACN, Innovation Leadership, May 2022
  - University Medical Center, Facilitator/Developer, Nursing Division Spring Retreat, 2018
  - Reflections as a Leader on October 1, Studer Group Leadership Conference, Las Vegas, NV, 2017

**Professional Affiliations**

- American Organization for Nursing Leadership
- American Association of Critical Care Nurses

**Specialized Skills, Licenses and Certifications**

- Registered Nurse, Licensed in Arizona and Nevada
- Completed Lean Healthcare Certificate Program, Belmont University, Massey Graduate School
- Validated in the GE Change Acceleration Process (CAP) Model and WorkOut Methodology

- Validated in the use of DiSC Behavioral Styles Assessment
- Certified in Executive Nursing Practice, AONL, 2016-2025 (3 renewal cycles)