



Aida Porras, M.A., Senior Associate, has over 20 years experience in behavioral health marketing and business development. Prior to her current role as Senior Consultant, Ms. Porras served as business development associate for *OPEN MINDS*.

In her career, Ms. Porras has had a **broad range of** experiences in

private for-profit, non-profit, and public sector delivery of behavioral health and social services. She started her career as a behavioral health clinician, working in community mental health clinics, residential treatment and domestic violence shelter settings. Subsequently, Ms. Porras held numerous senior

business development management positions for psychiatric hospital systems and residential treatment programs. Later, she was vice president of marketing for a privately held behavioral

Professional Highlights

- ◆ Vice President of Marketing for a privately held behavioral health organization with 22 programs in 6 states
- ◆ Served as business development director for numerous behavioral health residential treatment and hospital organizations
- ◆ Has assisted numerous behavioral health organizations with business development, strategic planning, customer relations, marketing planning and sales team management.

health organization with services for adolescents in 6 states.

Her primary areas of expertise include marketing management and business development, strategic planning, budget planning, referral development and market analysis.

She has written numerous publication articles on topics of interest to behavioral health and social

service organizations, including “Building Relationships through the Web,” “Foot in the Door and Beyond, Strategic Managed Care Contracting,” and “Promoting Your Services,” from the book, *Marketing for Therapists*. She was a marketing columnist for the *American Association of Marriage and Family Therapists, Health Professionals.* Ms. Porras received her Master’s in Psychology from Antioch University, San Francisco, and was specially trained as a drama therapist.

Areas of Expertise

- ◆ Business development
- ◆ Budget planning
- ◆ Market analysis and marketing plans
- ◆ Referral development/prospecting
- ◆ Strategic planning,
- ◆ Corporate communications