

TAYLOR KERN

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EDUCATION

JD, *Campbell University*

August 2022

- Activities: Women in Law Member; Legal Hackers Member; Kilpatrick 1L Mock Trial Competition

MBA, Marketing Certification, *magna cum laude*, *East Carolina University*

December 2014

BA, English, *magna cum laude*, *East Carolina University*

May 2013

RELEVANT EXPERIENCE

Founding Member

Phi Alpha Delta

2020

- Event Management: Oversee all member events, including the annual Iredell Banquet.
- Member Relations: Assist the chapter president with growing the organization through innovative marketing and outreach. Oversee membership campaigns, plans, and programs.

Project Manager

Mako Medical Laboratories

2015-2019

Concurrently managed commercial healthcare contracts, government contracting, and companywide projects and change management for an innovative, rapidly expanding healthcare company.

- Healthcare: Negotiated contracts with insurance entities nationwide. Reviewed and negotiated all renewals and changes.
- Government: Interpreted statements of work, requests for proposals, and final contracts. Analyzed contracts and financial models to project costs and profits. Wrote proposals for 30+ opportunities. Won 2 contracts within company's first year. Managed contract revenues, taking action to drive positive earnings. Worked with military leadership and directed subcontractors on each contract.
- Project Management: Created and refined KPIs for a data and results -driven approach to projects. Identified strategic initiatives to grow the company and improve client experience. Provided thought and operational leadership for all internal projects, partnering with key leaders across departments to provide analytical assessments and ensure project deliverables were implemented seamlessly.
 - Managed implementation of commercial logistics contract in New Orleans, LA, directing operations for the state's largest hospital system with 120+ locations and a team of 100+ employees to ensure compliance with contractual and regulatory requirements.
- Change Management: Identified problems and operational inefficiencies, scoped and developed plans, and worked with internal and external departments to resolve problems and create sustainable processes. Worked with IT, Billing, and Finance departments to improve data systems and build processes within the Billing and Finance department, resulting in a 30% decrease in manual work and increasing revenue by \$8M.
- Compliance: Advised executive suite on compliance to ensure all legal, contractual, and regulatory requirements balanced and there was no conflict. Managed regulatory certifications.

Associate Director

East Carolina University Entrepreneurial Initiative

2013-2015

- Startup Development: Counseled 5 entrepreneurs in various phases of startup, each with \$1M+ in government and investor funding. Completed due diligence, including financial and market research and analysis. Provided critical thinking and worked with internal and external stakeholders to create business plans, strategies, and financial projections for 3 companies. Prepared and delivered reports and presentations to gain funding.
- Event Management: Planned and executed the inaugural Eastern North Carolina Innovation & Business Plan Competition, with 5 categories, 15 judges, 18 volunteers, and \$40,000 in funding awarded. Oversaw the annual Entrepreneurship Summit, with a budget of \$50,000, 8+ panels, 20+ speakers, and over 30 volunteers.
- Marketing: Created marketing strategy for the department as well as all events. Increased social media following by 50% and event attendance by 20% within first year, in turn increasing funds to the department, which allowed for the expansion of the NC Innovation & Business Plan Competition. Oversaw all marketing efforts.

HOBBIES & INTERESTS

- App Development & Coding
- Horseback Riding

TECHNICAL SKILLS

- Lean Six Sigma, Green Belt
- Database Management
- Financial & Market Analysis
- HTML & SQL Coding

ABA Law Student Division Council Statement

Life passes most people by while they are making grande plans for it. Someone told me this recently, and it stuck with me. I came to the law a little later than most people in my class and later than many people do now, I think. I spent six years in between my masters degree and law school working with startups in both an advisory position and as an employee, and what I saw during that time was the importance of innovation.

The one thing that all industries have in common is that companies have to innovate or they risk becoming lost. However, innovation is not something you stumble into. You have to consciously choose it and foster a culture that promotes it. Companies can make all the plans in the world, but if they do not embrace innovation, they will be passed by.

The law has begun to embrace innovation in the last ten years, and the American Bar Association has done an amazing job of openly supporting those who are innovating. But I think truly embracing innovation requires something more than merely supporting those who choose it. I think we have to create a culture that encourages members to choose it and challenges them to think beyond what they already know. Creating a platform for people to share their thoughts, their past successes and failures, and what they see for the future is key.

As the future of the law, I believe that it is vital that we foster this environment within the Law Student Division. We must create a space where members can learn from fellow lawyers on all levels and from all backgrounds, because this is the foundation of innovation. Creating a platform that recognizes those who are innovating, showing their successes and failures and how they got where they are, shows members that the American Bar Association not only supports those who are currently innovating, but actively embraces innovation and all that comes with it.

The law is ever-changing, which means that we must be flexible to change as well. We must be open to new approaches; we must dare to fail; and we must move beyond mere plans. We cannot afford to allow opportunities to pass us by, because doing so necessarily means we fail our clients. Fostering a creative, innovative mindset in student members not only furthers the Division Membership, but also creates better future lawyers.

Life passes most people by while they are making grande plans for it. The Roman philosopher Epicurus said, “the fool, with all his other faults, has this: he is always getting ready to live.” My hope is to join the ABA Student Division Council to further innovation in the industry and create a culture within the student division that challenges members to approach problems creatively, to dare greatly, and to mold the future how they can and where they can right now, not tomorrow. I believe that my background in marketing and program and event management as well as my current experience in managing membership for Phi Alpha Delta make me an excellent candidate for the position of Vice Chair.