

Ye-Vetta Wilson-Worst, DBA, MPA

Education

Doctor of Business Administration in Management

July 2020

Northcentral University, Scottsdale, AZ

Dissertation title: "The Impact of the 360 Meeting Management Agenda System on Improving Organizational Meeting Management, Meeting Effectiveness and Meeting Efficiency"

Committee: Dr. Corey Carpenter, Dr. Leila Sopko, Dr. Stephanie Menefee, Dr. Paul Markham (Chair)

- Sufficient Credits for secondary concentration in Marketing

Master of Public Administration

May 1995

Old Dominion University, Norfolk, VA

BS in Mass Communications, Public Relations

May 1990

Virginia Commonwealth University, Richmond, VA

Teaching Experience

Adjunct Business Professor of Business

Jan 2025 - Present

Norfolk State University, Norfolk, VA

- Teach Entrepreneur in Residence (BUS 469), guiding students through real-world entrepreneurial principles, business planning, and startup execution strategies.
- Deliver course content through Blackboard Ultra, incorporating case studies, multimedia, and interactive assignments to enhance student engagement.
- Delivered a formal marketing presentation to entrepreneurs at the NSU Innovation Center, contributing to university-industry engagement and experiential learning outcomes.

Adjunct Business Professor of Marketing

Aug 2022 - Present

Virginia Commonwealth University, Richmond, VA

- Plan, evaluate, and revise curricula, course content, course materials and methods of instruction while facilitating classroom discussion and lecturing on the topics of organizational and business marketing.
- I teach a 300-level marketing course to 225+ students per semester in an intensive, interactive team-based format grounded in current business and marketing practices, with over 800 students taught to date.
- Successfully onboarded in the utilization of Canvas LMS while reinforcing student learning through online assignments administered through Pearson MyLabs.

Online Business Instructor

Jan 2018 - Aug 2022

Corporate Business Classes

- Reformatted 7 Business Classes into Online Learning Courses
- Classes included MS Visio Part 1 - Beginner, MS Visio Part 2 - Advanced, MS Excel Beginner, MS Excel Advanced Course, Learning Graphic Design, Expert Graphic Design Course using Photoshop and GIMP and Starting an Internet Business

Adjunct Business Professor

Aug 2006 - May 2009

Norfolk State University, Norfolk, VA

- Created the curriculum and coursework for 3 courses: Organizational Behavior, Managing Growing Ventures and Business Seminars
- Planned and taught intensive student interactive course based upon current Business practices.
- Ranked the top instructor from Student evaluations of all adjunct and faculty in the Business Department

Publications

Wilson-Worst, Y. (2025). *Grace in the Grieving: A Faith-Based Companion to Healing After Loss*, KDP.

Wilson-Worst, Y. (2024). *Chasing the Dream Girl: A Tale of Faith & Rivalry*, KDP.

Wilson-Worst, Y. (2024). *Love's Leap of Faith: A Tale of Truth & Dare*, KDP.

Wilson-Worst, Y. (2024). *Vision It. Plan It. Achieve It. Day Planner*. KDP.

Wilson-Worst, Y. (2023). *The Power Play: Igniting Your Business with Game Changing Office Automation Strategies*. KDP.

Wilson-Worst, Y. (2020) *Faith: God's Super Power*. Covenant Books Publishing.

Wilson-Worst, Y. (2014) *Powerful Christian*. CreateSpace Publishing.

Wilson-Worst, Y. (2013) *Burnout: What is Burnout and How to Bounce Back*. CreateSpace Publishing.

Wilson-Worst, Y. (2012) *Cut the Cancer From Your Company*. CreateSpace Publishing.

Academic Honors and Awards

National Small Business Association, Leadership Council, 2021.

Inducted into the NCU Chapter of the National Society of Leadership and Success Honor Society, 2021.

Inducted into Delta Mu Delta International Honor Society in Business, 2019.

Amazon Best Selling Author of 2 Books, 2012 & 2014.

VCU Student Government Association Outstanding Service Award, 1990.

Designated Intern Leader at the Virginia's Attorney General's Office, 1989-1990.

Selected out of 500 Applicants for Public Relations Intern position at Virginia Attorney General's Office, 1989.

Instituted Human Relations Committee to VCU SGA - First major change to Student Constitution in 10 Years.

Elected Executive Officer of VCU Student Government Association, 1989.

Professional Experience

Global Strategic Marketing Director

May 2021 – Sept 2024

Real World Medical Data Solutions, Inc., Norfolk, VA

- Lead global teams in development & execution of marketing strategies
- Develop, execute & manage Corporate Marketing Strategies for existing & new products
- Manage all aspects of publicity, commercial development & celebrity endorsements
- Creative development & execution of new concepts, product launches & distribution channels
- Create, initiate & manage Marketing and Public Relation Campaigns
- Media relations including the development of media scripts, commercials & media placement
- Manage Brand development
- Manage Marketing Budget

Sr. Pharmaceuticals Sales Specialist

April 2014 to May 2021

AstraZeneca, Wilmington, DE

- Educate physicians in regard to the benefits and safety aspects of our pharmaceutical products
- Create Business Plans to expand market share and achieve expected quota and sales goals
- Create and execute programs for Key Opinion Leaders to speak on the efficacy of our products

Lab Sales Manager

Jan 2013 - April 2014

Accu Reference Laboratories, Linden, NJ

- Promoted the Lab to physicians & Office Managers and place our lab in 14 offices
- Hired, trained and managed 11 phlebotomists to work in those medical offices
- Quickly became the top lab territory in the region with the lab

Specialty & Biotech Sales Consultant

Oct 2007 - Feb 2010

Jazz Pharmaceuticals, Palo Alto, CA

- Educate physicians in regard to the benefits and safety aspects of our pharmaceutical products
- Create Business Plans to expand market share and achieve expected quota and sales goals
- Create and execute programs for Key Opinion Leaders to speak on the efficacy of our products

Biotech Sales Representative

Dec 2001 - Oct 2005

Amgen, Thousand Oaks, CA

- Launch new biologic product being introduced for the first time to Dermatology
- Educate physicians in regard to the benefits and safety aspects of our pharmaceutical products
- Create Business Plans to expand market share and achieve expected quota and sales goals
- Create and execute programs for Key Opinion Leaders to speak on the efficacy of our products
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Pharmaceutical Sales Representative

May 1997 - Dec 2001

Pfizer, New York, NY

- Launch new products to primary care and specialty groups
- Educate physicians in regard to the benefits and safety aspects of our pharmaceutical products
- Regional Trainer - interview new pharmaceutical candidates & train new pharmaceutical reps
- Create Business Plans to expand market share and achieve expected quota and sales goals
- Create and execute programs for Key Opinion Leaders to speak on the efficacy of our products

Professional Honors and Awards

Marquis Who's Who in America, 2025.

Alpha Kappa Alpha Sorority, Inc., Mid-Atlantic Regional Journalism Award, 2025.

AstraZeneca - Farxiga Champion, Feb, 2021. AstraZeneca - Managed Care Champion - Feb, 2021.

Alpha Kappa Alpha Sorority, Inc. - Educational Advancement Foundation Chairman, 2020 - 2022

AstraZeneca – Promoted to Cardiovascular Specialty – June, 2020.

AstraZeneca – Overlay Territory # 1 in the Nation COE – Dec. 2019 & Jan. 2020.

AstraZeneca – Top 5% of Nation SIP - SIP Trip Winner - Dec, 2019.

AstraZeneca - #1 in Sales Volume (Beta Team) for District, 4th Qtr, 2019.

Created and Implemented Business App for iOS & Google: 360 Meeting Manager, 2019.

AstraZeneca - Completed Q3 in Top 10% of the Nation, 2018.

AstraZeneca – District Pharmacy Champion, 2016-2018.

Recognized as One of the Top 10 Territories in Region for Market Share Growth, 2015.

Increased launched product market share 26% in my territory within 8 months, 2014.

Completed last quarter as #2 in the district and top 15% of the nation, 2014.

Jazz Pharmaceuticals – Top Regional Sales Volume increase 1st Qtr, 2009.

Jazz Pharmaceuticals – Regional 2nd Place Winner for Luvox CR Sales, 2008.

Oui Jesprit product created featured in Forbes, Black Enterprise, Cosmetic Global Industries, 2006.

Nordstroms adds Oui Jesprit to Flagship Store, 2006.

1 of 3 Reps chosen globally to have field ride with Amgen's CEO, Kevin Sharer - 2004.

Certified Executive Business Coach, Behavioral Coaching Institute - 2004.

Amgen - District Award Winner as Sales Volume Leader, 2004.

Amgen - Completed 2003 as # 11 in the Nation.

Amgen - Developed 3 Key Opinion Leaders into Product Speakers, 2002 - 2003.

Pfizer - # 1 District Rep finishing in top 3rd of Region 4 years in a row, 2000.

Pfizer - Exceeded 1999 Sales by \$2.2 Million & Sales Quota by Half a Million.

Pfizer - Appointed to Zolofit Advisory Board (Pfizer's #1 Focus Product), 1999.

Pfizer - Won Circle of Excellence (top 5% in Region), 1998.

Pfizer - District Sales Representative of the Year, Roerig Division, 1998.

Pfizer - Placed 2nd for Rookie of the Year, Mid-Atlantic Region, 1998.

Professional Memberships

National Small Business Association, Leadership Council

Delta Mu Delta International Honor Society for Business

National Society of Leadership and Success Honor Society

References Available Upon Request