

ALISON WALDMAN



Alison Waldman (she/her) is a wellness educator, public speaker, and arts in health innovator. She works in healthcare settings to foster cultures of community building and radical inclusivity to their spaces. She has led and collaborating groundbreaking programs in partnership with hospitals, service organizations, healthcare systems, and the country's top leaders in arts and health.

CAREER

AVAILABLE WELLNESS
Founder & Lead Facilitator

2016– PRESENT

Designing and leading of artistic and wellness experiences in corporate settings. This includes the designing of innovative movement and mindfulness events at conferences, wellness days, retreats, and office spaces. Each session is customized to the clients' ask and strategic goals and serves the employees, leadership, and/or members.

Clients include: Kentucky Nurses Association; CCI Health & Wellness Services; CBRE/Booz | Allen | Hamilton; WeWork; Anne Arundel County Library; Forum for Youth Investment; Halcyon; Montgomery Blair High School; SEIU; Jewish Federations of North America; International Organization for Migration (US IOM); Equal Employment Opportunity Commission – New York State chapter

PROJECT HIGHLIGHTS

CREATIVE CAREGIVERS WITH ONCOLOGY NURSING FOUNDATION – Co-Director 2021–2022

In partnership with The Clinic, this engagement guided members of five regional ONS chapters through moments for deep reflection and are designed to build emotional resilience and prevent burnout. Creative Caregivers ran a four-month pilot of monthly engagements for ONS chapters across the United States. The documentary about the process was premiered and presented by Available Wellness and The Clinic at the 2022 ONS Congress in Anaheim, CA (April 2022).

MILI HEALTH – Advisor and Founding Provider 2020–2021

Worked directly with the physician-founder team to advise on the design of the offerings, patient experience, and how to incorporate their mission of a patient-centered approach centered on empowerment, convenience, and proactiveness. Alison also led Mili's first public virtual event and offered her expertise as a certified oncology yoga instructor.

GEORGETOWN ARTS & HUMANITIES PROGRAM – Program Advisor, Artist-in-Residence 2016–Present

Lead weekly stretch breaks, adaptive yoga, and mindfulness encounters for patients, providers, medical students and caregivers at MGUH; Independently initiated the program's virtual presence and free community virtual classes that now reach 15+ countries and hundreds of people directly daily; Direction and choreography of 3 annual Day of Dance onsite performances; Assisted pilot and growth of the Movement for Multiple Sclerosis program in partnership with GUMC Dept. of Neurology, University of Florida Center for Arts in Medicine, and The Scottish Ballet

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SMITH CENTER FOR HEALING AND THE ARTS at INOVA SCHAR CANCER INSTITUTE Staff Care Manager, Artist in Residence Program

2022-2023

Leading the strategic planning, design and implementation of arts and wellness interventions for staff members across all service lines and four locations of Inova Schar Cancer Institute.

- Build relationships with department heads and institutional leadership
- Implement strategic communications and outreach regarding staff care offerings
- Onboard new staff-focused movement artists
- Improve evaluation and data collection to track program success

THE CLINIC PERFORMANCE

2020-2022

Managing Director

Resiliency Moments Program Manager

Working in close partnership with Exec. Artistic Director Tara Rynders, supported in artistic and organizational direction of The Clinic's arts and play-based offerings for healthcare staff, leadership, systems, and communities through Creative Caregivers, virtual full-day workshops, Resiliency Moments, and Voices of Care.

- Supported in artistic and organizational direction
- Artistic leadership in virtual programs through facilitation and curriculum
- Led organizational growth including strategic planning, client partnerships, and team retreat with ED
- Managed internal communications, evaluation and relationship building with artistic team
- Onboarded and supervised Program Manager, Project Assistant, six artists, and intern
- Developed the organization's workflow, project management, online presence, contracts, and scheduling
- Built and managed budgets

CORPORATE AND PRIVATE WELLNESS FACILITATOR

2018-Present

Develop and lead weekly extra gentle yoga classes customized to welcome people with various mobilities including those with neurological disease, with chronic pain, and in injury recovery and post-surgery.

- **Georgetown Lombardi Arts & Humanities Program:** Lead weekly onsite 30-minute yoga classes for hospital staff; Now leading the program's longest running virtual class, Extra Gentle Mat and Chair Yoga, a free and fully accessible yoga class that is attended weekly by 50-70 people from countries across the globe.
- **Jewish Mindfulness Center of Washington:** Led monthly accessible gentle yoga class and guided meditation for congregants and community members at the Center inside Adas Israel Congregation under the leadership of Rabbi Lauren Holtzblatt.
- **Sixth & I Historic Synagogue:** Developed and lead all holiday and Shabbat-themed yoga and mindfulness programs for congregants and community onsite and virtually in partnership with senior and junior rabbis including Shabbat: Exhale the annual programs Firelight Flow; Re-Root and Reboot; Firelight Flow, Purim Upside Down; and Let My People Flow.
- **Shaw Yoga:** Developed and led the studio's only weekly Gentle Yoga and beginner classes and led a 4-week Yoga 101 workshop for absolute beginners to invite people into the basics of a yoga practice. Also supported the studio's growth efforts through volunteering, student check-in, and cleaning.
- **Private Lessons:** 1-on-1 and group accessible mat and chair yoga lessons specialized for small groups, corporate clients, and individuals ages 50+ and with chronic illness and/or disability.

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DANCE EXCHANGE (TAKOMA PARK, MD) Marketing & Communications Manager

2015–2018

- Managed the organization's marketing strategy for local programming, local and off-site engagements, and residencies including local outreach, advertising, community partnerships, and social media. Campaigns included: 3 bi-annual fundraisers, Two anniversary campaigns, multi-site residencies, Kennedy Center
- Wrote, curated, and designed all e-blasts and lead growth and updates to audience growth strategies including migrating e-newsletter to an updated platform, template, audience segmentation and outreach strategy
- Social media, website, and Google Drive account management and growth
- Wrote and disseminated press materials
- Designed all print and web promotional materials
- Advised and contributed to mock-ups and copy for organization's website redesign

MARKETING & DESIGN CONSULTANT (VIRTUAL)

2013–2021

- Consult on and create marketing strategy, website and marketing copy, messaging, design images and materials
- Complete website design and website re-designs for established and emerging projects – Uprooted Dance, Kalanadhi Dance, Jane Franklin Dance, Postcards to the Earth
- Graphic design of promotional images and materials, event invitations, programs, and e-marketing template
- SPOTLIGHT: GEORGETOWN ARTS & HUMANITIES PROGRAM
Consulted on strategy for building an e-newsletter from scratch to audience size of 1,200+ with consistent average of 30% open rate, 5% click rate, reach to 15+ countries, and thousands of forwards within 6 months; Led Eventbrite builds and outreach for new virtual classes now attended by hundreds of people across 15+ countries weekly; Copy editing and design finesse of weekly e-news; Produced, directed and edited videos by artist team; Consulted on overall marketing strategy including audience segmentation and insights

SPARKACTION (WASHINGTON, DC/NEW YORK, NY) Editorial Associate Content Strategy Specialist

2011–2017

- Consulted on and implemented integrated strategy for e-advocacy campaigns: The Opportunity Contest with Jon Bon Jovi (with 1+ million reach); American Express; Annie E. Casey Foundation KIDS COUNT; Raise the Age NY; Partnership for America's Children
- Produced and curated a podcast and written profile series of successful e-advocacy campaigns
- Managed the redesign, user navigation, and population of the field's websites and landing pages of resources and multimedia
- Lead synthesis of design, content organization and distribution newsletters to 38,000 subscribers weekly
- Managed editorial content for website with 40,000 unique visitors/month and built social media following by 1,400% with no budget
- Wrote, filmed, and edited original content including video
- Initiated and managed relationships with media and collaborators

DENISON MAGAZINE (GRANVILLE, OH)

2010–2013

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Editorial Assistant Contributor

- Freelance writing of short alumni features for the award-winning flagship print publication of Denison University and their website.
- Researched, conducted interviews, and wrote articles for award-winning Denison Magazine
- Conducted archival research

THE AMERICAN DANCE FESTIVAL (DURHAM, NC)

2010

Press Intern

- Collected and archived all online and traditional Festival-related press
- Managed season photographer's schedule and assisted in photo calls
- Coordinated logistics for NEA Arts Journalism conference including travel, housing, and paperwork

COMMUNITY ENGAGEMENT

PANELS AND PRESENTATIONS

- "Arts for Resilience: Expressive Pathways to Resilience for Healthcare Workers" – National Organization for Arts and Health (November 2022)
- "Creativity for Caregivers" – Oncology Nursing Society National Congress (Anaheim, CA 2022)
- "Crafting Career in the Arts" – Denison University Career Center (Granville, OH 2021)
- "Why we should be dancing with our doctors" – TEDxGreat Mills (Great Mills, MD 2020)
- "Expert Speaker Series: Wellness of Body & Mind" – Montgomery Blair High School (Silver Spring, MD 2020)
- "Dance Presenters and their Visions" (Moderator) – DanceMetroDC DC Dance Summit (Washington, DC 2018)
- "Healthcare & Wellness: A Conversation with Alison Waldman '10" – Denison University Career Center (Granville, OH 2020)
- "On Creativity & Collaboration" – Luce Center for American Art at the Smithsonian American Art Museum (Washington, DC 2015)
- DanceMetroDC Presenter Grant Panel – Dance Metro DC (Washington, DC 2016)

EVENT DIRECTION

- Vital Care: A Community Performance Residency for Healthcare Providers (The Clinic, 2022)
- Creative Caregivers (The Clinic, 2021-22)
- Day of Dance in Healthcare (Georgetown Arts & Humanities Program at MGUH, 2018-2022)
- Awaken: A Self-Care Social (with Woven Psyche + the Lavender Junkie, 2018)
- Duet Roulette: A monthly community interactive improvisation event (ReCreative Spaces, 2015)
- Summer Screen series pre-show dance performances (NoMa BID, 2015)
- Uprising Festival - TASK party (ReCreative Spaces, 2016)

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LECTURESHIP

- Guest Lecturer, American University Dance Department (October 2022)
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PROFESSIONAL DEVELOPMENT

- National Organization for Arts & Health National Conference (November 2022)
 - National Organization for Arts in Health (NOAH) ARC Working Group (2021-present)
 - University of Maryland Dancers without Borders Symposium (2016)
 - Kennedy Center Arts Summit (2015, 2016)
 - DC Dance Marketing Collective (2016-18)
 - International Arts Leaders Forum - Kennedy Center for the Performing Arts (2014)
 - Co-Chair, DC Dance Co-Op (2014)
 - Arts Advocacy Day (2014)
 - Arts Leaders DC networking group member (2013)
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MEDIA AND PUBLICATIONS

PRESS VIDEO AND FILM FEATURES

- [“Why should we be dancing with our doctors?”](#) –TEDxGreatMills (2020)
- Documentary: [“Creative Caregivers”](#) –Oncology Nursing Foundation, The Clinic Performance (2022)
- [“The Clinic + Kentucky Nurses Association”](#) – The Clinic Performance (2021)
- [Movement for MS Program](#) – Georgetown University Medical Center (2019)
- [Healthcare & Wellness: A Conversation with Alison Waldman '10](#) – Denison University Career Center (2020)
- [Expert Speaker Series: Wellness of the Body & Mind](#) – Montgomery Blair High School Counseling Dept (2020)
- [The Importance of Wellness at Work](#) – Higher Effect (2019)

INTERVIEWS

- [Self-care for caregivers at Georgetown](#) – Georgetown Health Magazine (2021)
- [The healing power of breaking barriers](#) – Denison Magazine (2021)
- [Ep 115: Founder builds into the culture of healthcare](#) – I am CEO Podcast (2021)
- [Ep 5: #GetStretched with Alison Waldman](#) – Stretched! Podcast (2021)
- [How to survive sedentary work](#) – The Movement Movement blog (2020)
- *Stretch breaks* – Georgetown Star (2018)
- [Striking a cord, NIH taps the brain to find how music heals](#) – Associated Press, Boston Herald, New York Daily News, Washington Times (2017)

RESEARCH CONTRIBUTIONS

- [Movement for multiple sclerosis: a multi-site partnership for practice and research](#) – Arts & Health Journal (2020)

ARTISTIC ACCOMPLISHMENTS

ARTISTIC DIRECTION AND CHOREOGRAPHY

- *Seeking, Bonding, Breaking: The Science of Love* (Source Festival, 2015)
- *The Oldest Profession* (Rainbow Theatre Project, 2015)
- DanceAboutDC (Contradiction Dance, 2012-13)
- Artist & Choreographer in Residence (Chatham Hall School, 2011)
- *Norton: The Astonishingly True Story of America's Forgotten Emperor* (Denison University, 2010)

CONTRADICTION DANCE THEATRE

2011-2017

Company Member, Rehearsal Director

NOW (Anacostia Arts Center); *Code Switch* (Anacostia Arts Center); *Objects of Hope: The America Project* (Anacostia Arts Center & tour); *Walk a Mile* (Anacostia Arts Center); *#DanceAboutDC* (Joe's Movement Emporium & tour); *Boundaries* (Joe's Movement Emporium & tour); *Objects of Hope* (Roundhouse Theater); *The Gift* (Roundhouse Theater); *FASHIONVICTIM* (Roundhouse Theater); *The Present* (Roundhouse Theater)

POP-UP AND OTHER PERFORMANCE

2011-2017

Flashmob America (Booz|Allen|Hamilton; DaVita 2018); *Taliesin* (Humble Fire music video, 2017); National Dance Day (Kennedy Center for the Performing Arts, 2016); Kitchen Sink Fest (Dance Place, 2016); State: Trait – Community Mental Health Conversations Through Dance (Hillcrest Children and Family Center, 2016); Jane Franklin Dance – *Blue Moon/Red River* (Capital Fringe Fest 2014); Uprooted Dance – First Fridays Dupont (2013); Cast of Thousands (2012); National Building Museum Honor Award Gala (2011)

PHOTOGRAPHY

- Events: Go Eat Give: Destination Mexico (2015); Sparkle poetry reading (2017); *Slipform* release party (2019)
- Exhibits (2013-17): Lamont Street Collective; Anacostia Arts Center; Potter's House; The Fold; Recreative Spaces

VOLUNTEERING

NATIONAL ORGANIZATION FOR ARTS IN HEALTH

2021–Present

Arts for Resilience in Clinicians (ARC) Working Group Member

Worked in partnership with art therapists, health care administrators, arts in health administrators and health care professionals in the working group to build an online platform for the ARC project and collaborate with NOAH leadership to further their initiative to offer resources and support health care facilities to provide innovative, effective programs to patients and health care workers across the country. Served as the editor of the site's blog editor and supported the design of the website.

Also: DC Dept. of Parks & Recreation Communal Farm and Veggie Giveaway Program; DAYBREAKER; Dance Place; Dance Exchange; Go Eat Give; Uprising Festival; Denison University Admissions and Career Center; Operation Paws for Homes; Jewish National Fund

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EDUCATION

BACHELOR OF ARTS – COMMUNICATIONS

2006 – 2010

Denison University

Minor in Dance with Contemporary concentration

Study abroad semester: Umbra Institute (Perugia, Italy)

AWARDS & HONORS

Orlando Taylor Paper Award– Denison University Communications Department

Lambda Pi Eta Honor Society

Uguccione Ranieri di Sorbello Award for Excellence in Italian – Umbra Institute

ACTIVITIES

LeaderShape (Peer and faculty elected); Independent Study in International Studies; Dance Department office assistant and TA; Creation of DU Tap; Member of Students for Peace

CERTIFICATIONS

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Women’s Entrepreneurship (Cornell University) 2020

Oncology Yoga Instruction (yoga4cancer) 2020

Accessible Yoga Instruction (Accessible Yoga) 2019

E-RYT 200 (yogafit) 2018

ADDITIONAL TRAINING

Intro to Dance for Parkinsons (Dance for PD/Mark Morris Dance Group – Brooklyn, NY) 2017

Trauma Informed Yoga (yogafit) 2017

Introduction to Narrative Medicine (Columbia University – New York, NY) 2017

Gaga Summer Intensive (Batsheva Dance Company – Tel Aviv, Israel) 2015

ProDanza Italia Advanced Training Program (Castiglioncello, Italy) 2009

OTHER TIDBITS

PROFICIENCIES

Microsoft Office Suite; Google Workspace; ClickUp; Slack; E-newsletter Platforms and design; Community building; Social media insights; Adobe Photoshop; Basic HTML; Web design (Drupal, WordPress, drag and drop); video editing and production

SKILLS & PERSONAL ACCOMPLISHMENTS

Singing; Five-Time Blue Ribbon Winner (DC State Fair Baking Competition 2019, 2022); Casting Finalist – ABC’s *The Great American Baking Show* (2020)