

LEANDRA Y. CELAYA

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Department of Health Services Administration
1716 9th Ave S. (SHPB 555)
Birmingham, AL 35294

EDUCATION

- MSc** University of Salford, England July 2003
International Business, special emphasis on Human Resources
Dissertation: "A US Perspective on Pre-Departure Preparation for US Managers Managing a Mexican Workforce"
- BA** Western Kentucky, University May 2001
Corporate and Organizational Communication (GPA 4.0/4.0)
An interdisciplinary program with an emphasis on management and business communication. Work experience included serving as office assistant to the Director of Alumni Relations and Annual Giving and as an intern and marketing campaign coordinator for Western Baptist Hospital in Paducah, KY

PROFESSIONAL/ADMINISTRATIVE EXPERIENCE

Assistant Professor, University of Alabama at Birmingham 2008-present
Department of Health Services Administration, Birmingham, AL
(Promoted from Instructor to Assistant Professor in Oct. 2020)

Director of Operations, International Programs and Executive Doctoral Program
October 2014-present

Directs operations of the Department's various international programs and the Executive Doctoral Program in Healthcare Leadership; including leading international partnership negotiations, hiring and training support staff, developing and managing processes and program budgets, recruiting and advising students, setting expectations and providing consultation for faculty, and leading international health system visits. Independently and in collaboration with Program Director, makes strategic decisions regarding program development, policies, program metrics, curricula, and other academic issues.

Associate Director, International Education and Assistant Director, Executive Doctoral Program July 2008-October 2014

Managed daily operations of the Department's international and Executive Doctoral Programs; including developing marketing materials, managing application processes, assisting faculty with course development and instructional design, preparing proposals for new academic programs, liaising with other university departments to solve problems and streamline processes, planning logistics and coordinating with in-country contacts on international health system visits, and communicating with international partners to effectively execute program delivery.

Instructor, Center for Health Services Continuing Education July 2008-May 2012
Represented Department in contract and partnership negotiations, ensured quality and consistency of materials for all certificate program modules, provided consultation for departmental faculty regarding delivery strategies for certificate program modules, developed assignments and provided feedback on Certificate Program Team Projects. Participated in all aspects of planning, marketing, and executing National Symposium for Healthcare Executives and additional mini-symposia throughout the year. Led website development effort for Center and National Symposium.

Community Marketing Coordinator, Bradford Health Services June 2003-July 2008
Regional Office, Tuscaloosa, AL
Responsible for all marketing, media relations and community engagement for a 12-county region, resulting in continued growth over previous years and several record-breaking months for regional office. Led local National Recovery Month efforts, including a community forum and community celebration for more than 350 people. Led efforts to form a community coalition to address substance abuse issues in the college environment. Presented at various conferences and developed and delivered workshops for educators, clinicians, community leaders, and legal professionals.

Rotary Ambassadorial Scholar, United States to England August 2001-December 2002
Promoted international understanding, presented to Rotary clubs and other community organizations throughout England and at the Rotary district conference, represented Rotary and the Rotary Foundation at district, club and community events.

Instructional Design Specialist, Leadership Strategies International April 2000-May 2001
Leadership Strategies Headquarters, Bowling Green, KY
Designed, enhanced and delivered training modules and leaders' guides; Arranged and assisted in conducting focus groups; Conducted and supervised market research; Promoted Leadership Strategies International at healthcare trade show; Provided outplacement assistance for corporate executive; Conducted 360 degree appraisal interviews; Administered and analyzed Conflict and Personal Style inventories; Narrated and edited training video; Created company website and employee email accounts for Leadership Strategies International.

TEACHING AND MENTORING EXPERIENCE

University of Alabama at Birmingham Spring 2021 & 2022
HA 671 Health Care Marketing (Residential MSHA Program)
• 50% Teaching effort, co-taught with Dr. Amy Landry

University of Alabama at Birmingham Spring 2021 & 2022
HA 671 Health Care Marketing (Executive MSHA Program)
• 50% Teaching effort, co-taught with Dr. Amy Landry

University of Alabama at Birmingham Fall 2019 and Fall 2021
HCM 306 Introduction to Cultural Awareness and Cultural Competency
• 100% teaching effort

University of Alabama at Birmingham

DSc International Experience

Annually, Summer/Fall 2011-present

- Responsible for organizing and delivery of Executive Doctoral Students' international synthesis experiences

University of Alabama at Birmingham

Annually, Summer 2014-present

HA 655 Applied Synthesis in Health Services Administration

- 50% teaching effort, co-taught with Dr. Bob Hernandez Summer 2014-Summer 2021
- 100% teaching effort Summer 2022

University of Alabama at Birmingham

Spring 2014

AHD 710 Comparative Health Systems

- 30% teaching effort, co-taught with Dr. Amy Landry

Student Mentoring

- Birmingham faculty mentor/host for global MBA Capstone student team from University of Manchester, UK 2022
- Faculty Mentor for BS in Healthcare Management student internship on Actionable Knowledge Management 2010
- Mentor PhD students for various projects in curriculum development for continuing education 2010-2012

COURSE DEVELOPMENT

- HCM 306 Introduction to Cultural Awareness and Cultural Competency
- AHD 710 Comparative Health Systems, in collaboration with Dr. Amy Landry

SCHOLARSHIP

Journal Editorship

Hernandez, S.R, **Celaya, L.Y.**, Landry, A.Y., Shewchuk, R.M. (eds). (2014) Special Issue on Management of Culture and Cultural Change in Healthcare Organisations, European Journal of Cross-Cultural Competence and Management Journal, 3(3/4).

Journal Publications

Hearld, K., Hearld, L, Budhwani, H., McCaughey, D., **Celaya, L.** and Hall, A. (2019) The future state of patient engagement? Personal health information use, attitudes towards health, and health behavior. Health Services Management Research, 32(4), 199-208.

Celaya, L. and Swift, J.S. (2006) Pre-Departure Cultural Training: U.S. Managers in Mexico, Cross Cultural Management: An International Journal, 13(3), 230-243.

Editorial

Hernandez, S.R, **Celaya, L.Y.**, Landry, A.Y., Shewchuk, R.M. (2014) Editorial. European Journal of Cross-Cultural Competence and Management, 3(3/4), 193-195.

Conference Papers

Celaya, L., Mueller, D., and Hernandez, S.R. (2018). Developing Healthcare Leaders, Fostering Collaboration, and Facilitating Transformation in the Kingdom of Saudi Arabia: Practice-Based Synthesis Projects in a Global Executive Graduate Program (Published in Conference Proceedings: International Conference on Higher Education Advances) Avail. <http://www.headconf.org/wp-content/uploads/pdfs/8058.pdf>

PRESENTATIONS AND INVITED LECTURES

Conference Presentations

International

Celaya, L., Mueller, D., and Hernandez, S.R. (July 2018) Developing Healthcare Leaders, Fostering Collaboration, and Facilitating Transformation in the Kingdom of Saudi Arabia: Practice-Based Synthesis Projects in a Global Executive Graduate Program. International Conference on Higher Education Advances. Valencia, Spain.

National

Celaya, L., Brown, M. and Allgood, A. (June 2022-*Accepted*) Creating a Psychologically Safe Environment to Discuss Cultural Identity. AUPHA Annual Meeting. Salt Lake City, UT.

Martelli, P., Menachemi, N., Erwin, C. and **Celaya, L.** (August 2020) HCM Teaching Incubator PDW: Connecting the Classroom to the Field. Academy of Management Annual Meeting. Virtual.

Dishman, L., Stephenson, A., **Celaya, L.** and Weech-Maldonado, R. (August 2020) HCM Teaching Incubator PDW: Working with Executive and/or Doctoral Students. Academy of Management Annual Meeting. Virtual.

Celaya, L. & Hernandez, S.R. (August 2019) Fostering an Inclusive Culture within UAB. Academy of Management Annual Meeting. Boston, MA.

Celaya, L., Gentry, D., Dielmann, K., Saunders, C. (June 2019) Striving for Inclusive Excellence. AUPHA Annual Meeting New Orleans, LA.

Coyne, J., Khan, E.A., Hernandez, S.R., and **Celaya, L.** (June 2014) “Developing Global Health Management Competencies and Capacity in Saudi Arabia. AUPHA Global Symposium. San Antonio, TX.

Regional

Celaya, L. (February 9, 2022). Cultural Intelligence Part II, Lecturer and Facilitator. Alabama Maternal and Child Health Leadership Network. Virtual

Celaya, L. (November 3, 2021). Cultural Intelligence Part I, Lecturer. Alabama Maternal and Child Health Leadership Network. Virtual.

Celaya, L. and Hernandez, S. (November 2019) Blazer Talk: Our Global Footprint. UAB National Symposium for Healthcare Executives. Birmingham, AL.

Bartell, M., Bolen, J., & Trammell, P. (October 2019) Alabama Healthcare Leadership Dialogue, **Celaya, L.** Moderator, 5th Annual Alabama Healthcare Summit, Birmingham, AL.

Celaya, L., Burke, D., and Hiatt, T. (August 2009) The Innovative Manager's Toolkit: Actionable Knowledge Management. UAB National Symposium for Healthcare Executives. Destin, FL.

Guest Lectures, Invited Talks, and Workshop Facilitation

Celaya, L. (April 5, 2022) Our Tinted Spectacles: Exploring Cultural Identity. Lecturer and Facilitator. HA 612 course. Birmingham, AL.

Celaya, L. (February 20, 2022) National Culture and Health Systems. Lecturer. AHD 710 Comparative Health Systems course. Birmingham, AL.

Celaya, L. (February 7, 2022) National Culture and Health Systems. Lecturer. AH 710 Comparative Health Systems course. Birmingham, AL.

Celaya, L. (January 7, 2022) Culture, Health, and Cultural Intelligence, Lecturer and Facilitator. UAB Healthcare Quality and Safety Residential Visit. Birmingham, AL.

Celaya, L. (December 8, 2021). Our Tinted Spectacles: Exploring Cultural Identity, Lecturer and Facilitator. UAB AAPI Faculty Association. Leadership Webinar Series. Virtual.

Celaya, L. (October 22, 2021). Our Tinted Spectacles: Exploring Cultural Identity, Lecturer and Facilitator. The Academy for Addressing Health Disparities Through Healthcare Leadership. Birmingham, AL.

Celaya, L. (October 18, 2021). Presentation Tips, Tools and Techniques, Lecturer and Facilitator. MSHA Residential Program. Birmingham, AL.

Celaya, L. (October 13, 2021). Cultural Intelligence for Leaders. UAB AAPI Faculty Association. Leadership Webinar Series. Virtual.

Celaya, L. (October 1, 2021). Our Tinted Spectacles: Exploring Cultural Identity, Lecturer and Facilitator. SHP Honors Program. Birmingham, AL.

Celaya, L., Webb, R., and Young, J. (September 29, 2021). Part II: Developing Community Agreements, Facilitator. MSHA Class 57. Birmingham, AL.

Hernandez, S.R. and **Celaya, L.** (September 28, 2021). Travels Through Health Care in Selected Countries, Guest Lecturer. Health Care Systems Course, UAB School of Medicine. Birmingham, AL.

Celaya, L. (September 27, 2021). The Intersection of Culture and Health, Guest Lecturer. HA 631 Organization Theory and Behavior. Birmingham, AL.

Celaya, L., Webb, R., and Young, J. (September 20, 2021). Part I: Developing Community Agreements, Facilitator. MSHA Class 57. Birmingham, AL.

Celaya, L. (August 19, 2021). Cultural Intelligence, Lecturer and Facilitator. UAB Master of Science in Health Informatics Residential Visit. Virtual.

Celaya, L. (August 5, 2021). Our Tinted Spectacles: Exploring Cultural Identity, Lecturer and Facilitator. Department of Health Services Administration Inclusive Excellence Series. Virtual.

Synco, T., Hearld, K., **Celaya, L.,** and Wilkinson, L. (July 16, 2021). Health System Models and the US Health System. Air Command and Staff College Preparatory Course International Officers School, Lecturer and Panelist. Birmingham, AL.

Celaya, L. (April 23, 2021) UAB Department of Health Services Administration Town Hall on Racial Justice, Facilitator. Virtual

Celaya, L. (March 20, 2021). Cultural Intelligence, Workshop Facilitator. UAB HQS Seminar Series. Virtual.

Celaya, L. (March 11, 2021). Cultural Awareness Building Blocks, Workshop Facilitator. UAB School of Health Professions Alumni. Virtual.

Celaya, L. (March 5, 2021) Cultural Intelligence, Guest Lecturer. HA 612 Essentials of Health and Human Disease. UAB School of Health Professions. Birmingham, AL

Celaya, L. (March 1, 2021) National Culture and Health. AH 710 Comparative Health Systems course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (February 27, 2021). Exploring Cultural Identity, Workshop Facilitator. NewGen Peacebuilders: Charlotte, NC. Virtual.

Celaya, L. (February 26, 2021). Exploring Cultural Identity, Workshop Facilitator. Build Peace. Repeat the Peace: Metro Birmingham. Virtual.

Celaya, L. (February 18, 2021). Cultural Awareness Building Blocks, Workshop Facilitator. UAB School of Health Professions Alumni. Virtual.

Celaya, L. (February 17, 2021). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Virtual.

Celaya, L. (February 16, 2021). Cultural Awareness Building Blocks, Workshop Facilitator. UAB School of Health Professions Alumni. Virtual.

Celaya, L. (January 27, 2021). Cultural Awareness Building Blocks, Workshop Facilitator. OASIS Counseling, Birmingham. Virtual.

Celaya, L. (January 19, 2021). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Virtual.

Celaya, L. (November 20, 2020). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Virtual.

Celaya, L. (October 27, 2020). It Starts with Me: Growing your Cultural Intelligence, Workshop Facilitator. UAB Nurse Leadership Council. Virtual.

Williams, J. and **Celaya, L.** (October 16, 2020) Zootopia Debriefing Session, Guest Lecturer. BHS 601 Seminar II. Virtual.

Celaya, L. (October 2, 2020) Cultural Identity and Cultural Intelligence, Guest Lecturer. BHS 601 Seminar II. Virtual.

Celaya, L. (September 24, 2020). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Virtual.

Avery, D., Avery, C. and **Celaya, L.** (September 10, 2020) Jumping the Train Book Discussion, Session Moderator. UAB School of Health Professions. Virtual.

Celaya, L. (July 29, 2020). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Virtual.

Celaya, L. (July 20, 2020) Striving for Cultural Intelligence, Keynote Address. The Rotary Club of Shades Valley. Birmingham, AL.

Celaya, L., Dos Anjos, S. (July 1, 2020). We Are Nextflix Podcast on Diversity and Inclusion: Debriefing Session for UAB Physical Therapy, Facilitator. Birmingham, AL.

Celaya, L., Dos Anjos, S. (June 10, 2020). Diversity and Inclusion in the UAB Department of Physical Therapy: A Family Meeting, Facilitator. Birmingham, AL

Celaya, L. Williams, J. (June 10, 2020). Diversity and Inclusion in the UAB Department of Physical Therapy: A Family Meeting, Facilitator. Birmingham, AL

Celaya, L. (February 6, 2020). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Birmingham, AL

Celaya, L. (January 22, 2020). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Birmingham, AL

Celaya, L. (October 23, 2019). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Birmingham, AL

Celaya, L. (October 14, 2019). Cultural Awareness Building Blocks, Workshop Facilitator. UAB Office of Diversity, Equity, and Inclusion. Birmingham, AL

Celaya, L. (2019). Striving for Inclusive Excellence in Academia, Guest lecture for UAB PhD Continuing Seminar. Birmingham, AL

Hearld, K. & **Celaya, L.** (2019). Developing Cultural Competence, Guest lecture for UAB School of Medicine. Birmingham, AL

Celaya, L. (February 2019) An Introduction to National Culture. AH 710 Comparative Health Systems course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (January 2019). An Introduction to National Culture. Non-Communicable Diseases course, UAB School of Public Health. Birmingham, AL.

Celaya, L. (February 2018). An Introduction to National Culture. AHD 710 Comparative Health Systems course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (January 2018). An Introduction to National Culture. Non-Communicable Diseases course, UAB School of Public Health. Birmingham, AL

Celaya, L. (May 2017). UAB Global Engagement: Developing Leaders Who Will Change the World. Rotary Club of Shades Valley. Birmingham, AL

Celaya, L. (January 2017). An Introduction to National Culture. Non-Communicable Diseases course, UAB School of Public Health. Birmingham, AL

Celaya, L. (February 2016). An Introduction to National Culture. AHD 710 Comparative Health Systems course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (February 2014). An Introduction to National Culture. AHD 710 Comparative Health Systems course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (February 2014). Opportunities for Global Strategic Partnerships: Rotary International UAB ACE Internationalization Lab Leadership Team Workshop. Birmingham, AL

Celaya, L. and Glandon, G. (April 2012). We are not in Kansas Anymore! New Horizons. Birmingham, AL

Celaya, L., Alsagaf, S. and Glandon, G. (February 2012). Culture, Women and Business: Experiences in Saudi Arabia. The Women's Network. Birmingham, AL

Celaya, L. (February 2012) An Introduction to National Culture. AHD 710 Comparative Health Systems course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (September 2011). Team Presentations: Tips, Tools, and Techniques. Workshop for MSHA Human Resources course, UAB School of Health Professions. Birmingham, AL

Celaya, L. (February 2010). Present Effectively. Professional development workshop for MSHI students, UAB School of Health Professions. Birmingham, AL

Celaya, L. (April 2009). Delivering an Effective Job Talk. PhD in Administration-Health Services Professional Development Series, UAB School of Health Professions. Birmingham, AL

Celaya, L. (April 2009). The Layers of a Leader. Rotary Youth Leadership Awards Conference. Jackson's Gap, AL

SERVICE

University

UAB Leaders and Loyals Giving Society	2022-present
UAB Racial Justice Task Force, member	2021-present
UAB RJTF Subcommittee on Campus and Community Engagement	2021-present
UAB Global Strategic Planning Committee, member	2019-present
UAB Global Strategic Planning Education Subcommittee, member	2019-present
UAB Diversity, Education, and Inclusion Ambassador	2019-present
School of Nursing Global Advisory Board, member	2015-present
UAB Fulbright Committee, member	2014-present
Sparkman Global Scholar and Mentor	2012-present
UAB Global Citizenship Steering Committee, member	2010-present
Search Committee for UAB Diversity Education Director, member	2019
Advisory Group on Change at UAB, member	2016-2017
International Roundtable, UAB International Scholars Office, participant	2010-2011
UAB Hispanic Faculty Network Development Committee, member and wrote bylaws for the organization	2010

School of Health Professions

SHP Community Engagement Pillar Task Force, mentor	2022-present
SHP Task Force on On-Boarding and Mentoring, co-chair	2018-2020
SHP Communication Restructuring Committee, member	2014-2015
SHP Strategic Communication Task Force, member	2011
SHP Homecoming Committee, member	2008-2012
SHP Global Task Force, member	2008-2010

Department of Health Services Administration

Global Strategic Visioning Team	2022
Diversity, Equity and Inclusion Strategic Visioning Team	2022
MSHA Applicant Interviewer	2022
HQS and HI Program Manager and PCII Search Committee, member	2021
HQS and HA Faculty Search Committee, member	2019-2020
HSA Committee on Diversity, Equity, Inclusion, and Cultural Competency, co-chair	2017-present
Admissions Committee, MSHA International Track, member	2011- present
MSHA Faculty Search Committee, member	2013
HSA Strategic Planning Committee-Center for Healthcare Management and Leadership, member	2010
HSA Strategic Planning Committee- International, member	2010
HSA Partnerships Work Group, member	2010

Professional Service

International

European Academy of Management Annual Meeting, reviewer	2019
4th International Conference on Higher Education Advances, session chair	July 2018
European Journal of Cross-Cultural Competence and Management, reviewer	2013

National

Organization Theory in Health Care Annual Conference, planning team member	2022
National Health Administration Case Competition, style judge	2010

Regional

West Alabama Faces and Voices of Recovery, advocacy group member	2008
Workers Compensation Association of West Alabama, member	2007-2008
West Alabama Mental Health Task Force, representative	2003-2008
Community Awareness Committee member (2003-2008)	
Steering Committee & Crisis Intervention Committee, member (2007-2008)	

Local

Birmingham Committee on Foreign Relations, member	2018-present
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Community Service

NewGen PeaceBuilders, Planning Team and Peace Project Mentor	2020-2021
Better Together, Inc., Founding member and Board of Directors	2010-present
Shades Valley Rotary Club, member	2009-present
Board of Directors (2014-2017)	
International Service Committee, Grants Chair, Speaker	
Committee, Membership Committee, SVRC Charitable Foundation Board of Directors	
The Women’s Network, member	2013-2017
Tuscaloosa Morning Rotary Club, member	2003-2008
International Service Director (2005-2006)	
West Alabama Chamber of Commerce	2004-2006
President’s Council Member and Team Leader	
Tuscaloosa PRIDE Board of Directors, member	2003-2005

SELECTED PROFESSIONAL DEVELOPMENT AND AWARDS

Dean’s Award for Diversity, Equity and Inclusion	2022
Gold Certificate, UAB Center for Teaching and Learning	2020
Global Awareness Certificate, UAB Center for Teaching and Learning	2019
National Inclusive Excellence Leadership Academy	2018
LeaderSHP Class, Dean Selected Member	2014 – 2016
BLAZE Leadership Academy, UAB Committee Selected Member	2011-2012