

# LEANDRA Y. CELAYA

Phone: (205) 934-3588  
Email: lcelaya@uab.edu

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

## EDUCATION

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- 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

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**Instructor, University of Alabama at Birmingham** 2008-present  
Department of Health Services Administration, Birmingham, AL

***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**  
Leadership Strategies Headquarters, Bowling Green, KY April 2000-May 2001  
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**

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**University of Alabama at Birmingham** Fall 2019  
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

**University of Alabama at Birmingham** Spring 2014  
AHD 710 Comparative Health Systems  
• 30% teaching effort, co-taught with Dr. Amy Landry

Student Mentoring

- 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**

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

**SCHOLARSHIP**

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***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 Paper*

**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

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### *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. &** 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.** and Hernandez, S. (November 2009) 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, 5<sup>th</sup> 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.** (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

***Guest Lectures, Invited Talks, and Workshop Facilitation*** (continued)

**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**

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University

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 Task Force on On-Boarding and Mentoring, co-chair	2018-present
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

HQS and HA Faculty Search Committee, member	2019-present
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

National Health Administration Case Competition, style judge	2010
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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**

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**

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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