

Ann M. Fitzsimons
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Professional Summary

Ann's life was forever changed by the death of her niece at two weeks old in January, 2000. Subsequent to this loss, Ann co-founded the non-profit corporation, Compassionate Passages, Inc, with a fellow researcher and bereaved parent, Beth Seyda. The mission of CPI is to be the "family voice" for supportive pediatric end-of-life care via advocacy, education, and research. Through CPI, Ann has been involved in research on end-of-life care for children, has co-published informational materials on the subject, and has spoken locally and nationally on topics related to supportive care for dying children and their families. Ann has also been actively involved in the hands-on care for ill/dying members of her own family, including her niece, mother, and younger sister, and she brings the lessons learned from these personal journeys to this work with CPI.

In more than 20 years of conducting qualitative and quantitative research, Ann has been involved in providing these services to numerous Fortune 500 consumer packaged goods companies, in addition to some educational, healthcare and non-profit organizations. She has expertise in a wide variety of marketing, marketing research, strategic planning/innovation and consulting services, including communications research, idea generation/strategic innovation sessions, and public opinion attitude studies, among others.

Ann is currently working towards a Post-Graduate Certificate in Bereavement at Madonna University, which includes as part of its curriculum, specialized training in bereavement theory, counseling, and programming for children, parents, and the entire family.

Ann resides in Farmington Hills, MI with her husband and three children, aged 15, 8 and 3 years.

Employment History

- 12/01 - Current Compassionate Passages, Inc., Farmington Hills, MI
Co-Founder and Assistant Director

- 2/98 - Current Consumer Think Inc., Farmington Hills, MI
President

- 12/91-2/98 Quest Research Services & Consumer Quest Associates, West Bloomfield, MI
Owner and Partner

- 12/90-12/91 Consumer Market Analysts, Birmingham, MI
Vice President

- 4/89-12/90 Vlasic Foods, Inc., Farmington Hills, MI
Manager of Marketing Research/Senior Research Analyst

- 6/87-3/89 Kraft, Inc., Glenview, IL
Associate Research Manager

- 4/85-5/87 The Clorox Company, Oakland, CA
Senior Research Analyst/Research Analyst,

- 5/84-2/85 Market Opinion Research, Detroit, MI
Senior Research Analyst

Education

- 1/03-Present Working towards Post-Graduate Certificate in Bereavement
Department of Hospice Education, Madonna University, Livonia, MI

- 1/83- 5/84 Wayne State University, Detroit, MI
MBA, Concentration in Marketing

- 9/78-12/82 Wayne State University, Detroit, MI
BS in Business Administration, Specialization in Advertising/PR

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Accomplishments/Activities

Speaker/Presenter

Michigan Home Health Aid Association, Traverse City, MI (5/08)
Hospice of Chippewa County, Sault Ste. Marie, MI (10/07)
OH Pediatric Palliative Care Conference, Akron, OH (10/07)
Michigan Hospice and Palliative Care Organization's Annual Conference, Bay City, MI (5/07)
Michigan Hospice and Palliative Care Organization's Volunteer Symposium, Boyne, MI (10/05)
The National Hospice and Palliative Care Organization's First Conference on Pediatric Palliative and Hospice Care, Dearborn, MI (11/04)
Children's Hospice International's 15th World Congress, Alexandria, VA (9/03)
Community Connection TV Interview on Southwest Oakland Community Cable Station, MI (2003)
Children's Hospice International's 14th World Congress, Johnstown, PA (11/02)

Author

"Passing the Torch: Hard Lessons Learned and Shared from One Family to Another", written by Ann Fitzsimons and Beth Seyda for the NHPCO ChiPPS Education Newsletter, August, 2007
"Current and Emerging Issues in Perinatal Loss and Birth Planning for Parents Facing Difficult Circumstances", written by Ann Fitzsimons and Beth Seyda for the NHPCO ChiPPS Education Newsletter, May, 2007
"A 'Primer' on Perinatal Loss and Infant Death: Statistics/Definitions, Parents' Needs, and Suggestions for Family Care", written by Ann Fitzsimons and Beth Seyda, for the NHPCO ChiPPS Education Newsletter, February, 2007
"Suggested Considerations and Guidelines for Working with Seriously-Ill and Dying teens on Legacy Activities" and *"Helping Seriously-Ill and Dying Teens Leave Their Mark on their World"*, written by Ann Fitzsimons for the NHPCO ChiPPS Education Newsletter, September, 2006
"For the Families of Dying Children, There Can be No 'What If's'" written by Ann Fitzsimons, NHPCO's Hospice and Palliative Care Insights, Issue Two, 2004
The Pediatric and Family Education Section of the Michigan Alliance for Pediatric Palliative Services (MAPPS) Website, co-authored by Dr. Joseph Custer, MD and Ann Fitzsimons, 2003
The Supportive Care Handbook co-written by Ann Fitzsimons and Beth Seyda, 2002

Subject of Article/Interview

Co-Subject of a photojournalistic series of four articles entitled, *"Saying Good-bye: A Mother's Final Gift"*, on celebrating the legacy, life, and courage of Ann's Sister, Maureen Dooley, who died of colorectal cancer in 2/06 by Marney Rich Keenan and Donna Terek, The Detroit News, April 30-May 3, 2006
"Conference will Help Parents Cope with Agony of Dying Child" by Marney Rich Keenan, The Detroit News, October 30, 2004
"Baby's Death Spurs Local Woman to Form Grief Support Network" by Marney Rich Keenan, The Detroit News, February 22, 2003

Advisory Council/Planning Committee Member

NHPCO's Children's Project on Palliative/Hospice Services (ChiPPS), member of Education Workgroup (2006)
NHPCO's Children's Project on Palliative/Hospice Services (ChiPPS), member of Newsletter Committee (2006-current)
Arbor Hospice, Advisory Council for Braveheart Grief Center for Grieving Children/Families, (2004-2005)
National Hospice and Palliative Care Organization's First Conference on Pediatric Palliative and Hospice Care, *"Linking Hands, Linking Hearts: Caring for Seriously Ill Children & Their Grieving Families"*, member of Planning Committee, Dearborn, MI (2004).
Michigan Alliance for Pediatric Palliative Services (MAPPS), sub work group
Commemorative Liturgy for Children We Have Lost Too Soon, member of Planning Committee, Farmington Hills, MI (June, 2004)
National Alliance for Children with Life-Threatening Conditions (NACWLTC), member of Education work group, 2002-2004
Advisory Council Member on award-winning educational film, *When a Child is Dying*, Erica Rothman and Beth Seyda, Executive Co-Producers, (2002)

Ann M. Fitzsimons

Awards

Philanthropist of the Year Award, Presented to The Kraft Foundation by the American Red Cross, May, 1991 for development of their recruitment campaign, "*Be Somebody*". Ann was a member of the strategic research and development team.

Membership

Michigan Hospice & Palliative Care Organization (MHPCO)
Pregnancy Loss and Infant Death Alliance (PLIDA)
Michigan Non-Profit Association