

## EXECUTIVE PROFILE

Entrepreneurial leader with 20 years of experience as a [strategic and equitable communications professional](#) in the non-profit, philanthropic and corporate sectors with deep knowledge of justice, equity, diversity and inclusion practices within communications and the workplace. My experience spans beyond strategic communications, to include community relations, public affairs, organizational change, board engagement, bilingual engagement, public opinion and messaging research, development/fundraising and nonprofit leadership programming. Additionally, I'm skilled at developing and implementing philanthropic strategies, hiring, coaching and managing talent, as well as building strong relationships with institutions and board members.

## SELECTED ACHIEVEMENTS

- 2013 and 2017: Restructured the Communications Department portfolio and team at the Colorado Health Foundation on two occasions 1) to be centered on institutional brand and identity vs grantmaking and 2) as part of an [institutional rebrand](#) and departmental approach centered on equity and inclusion concepts.
- 2016: Designed and evaluated a strategic communications approach at The Colorado Health Foundation for announcing and institutionalizing significant organizational change that was [eventually published by The Foundation Review](#) and in co-authorship with the Senior Director of Learning and Evaluation.
- 2016: Designed and led an award-winning [6-month statewide listening tour](#) at The Colorado Health Foundation to introduce a new CEO to communities across Colorado and launch an institutional content approach focused on telling the Foundation's story from "the inside out."
- 2017: Expanded The Colorado Health Foundation's approach to strategic convening as a means for creating conditions in communities in Colorado that advance health, support program staff engagement needs and advance public discourse on matters related to race and health.
- 2018: Partnered with the Colorado Health Foundation's Community Investment and Impact leadership team on the development of a new approach to the program officer role, outlined in the [IMPACT Practice Model](#).
- 2018: Designed and implemented a new Communications Strategy at The Colorado Health Foundation to be centered on [nontraditional equitable and inclusive communications practices and theory](#) that continues today. (Read more in [an article from Grantmakers in Health](#) about how this work is taking shape.)
- 2019: Designed and led a new approach for The Colorado Health Foundation's organizational media investing. (Read more about our [first investment partnership with Kaiser Family Foundation](#).)
- 2019: Developed and launched The Colorado Health Foundation's first executive leadership program, the [Nonprofit Sabbatical program](#) that provides sabbatical and capacity building funding for nonprofits in Colorado.
- 2020: Led an external coalition of communications groups and professionals to develop, market and communicate a statewide [Colorado COVID Relief Fund](#) in collaboration with the Governor's office and Mile High United Way. Additionally, I led a media engagement approach to disseminating vaccine messaging research designed to persuade communities of color on vaccine uptake.
- 2020: Served on an internal racial justice staff team in 2020 that focused on organizational change and transformation around DEI. Co-developed and wrote a Framework around racial justice and as an organizational tool to shift existing practices, processes, and roles and adopt a more critical equity-driven mindset.
- 2022: Led a communications strategy to publicly share how we make decisions, to put concrete stakes in the ground about organizational [commitments](#) around DEI, and report back on progress towards those goals including our successes and where we fell short.

## CAREER OVERVIEW

**THE COLORADO HEALTH FOUNDATION (CHF)—Denver, CO****2013—Present**

Colorado Health Foundation (CHF): A private health conversion Foundation with approximately \$2.5 billion in assets working to invest in people, nonprofits, communities and public-private partnerships to bring health in reach for all Coloradans. Primary role was to lead the design and implementation of work across departments to align and deepen the ways in which the organization develops and implements strategy, and embeds equity into organizational processes, policies, and practices.

**Senior Director of Communications and External Influence (2020-Present)**

- Took on an expanded role in 2020 to include additional cross-functional oversight of an emerging portfolio of community leadership programs that advance nonprofit executive leaders through professional development, sabbaticals and organizational capacity building funding
- Set the vision for the communications department to advance Foundation goals, strategy and mission through effective and equitable communications

- Serve as a senior leader who advises as a thought partner on organizational strategy and culture, management and crisis communications needs for the CEO and full leadership team
- Develop and implement an organizational communications strategy that is aligned to the organization's needs, including annual department plans and budgets
- Lead the organization's equitable communications movement
- Build and maintain sustainable and mission-driven relationships in communities with key individuals and organizations
- Develop programmatic ideas and efforts with external partners that support strategic Foundation activities
- Represent the Foundation externally on relevant local and national boards/volunteer efforts that advance the mission
- Direct activities relating to the CEO/Chief Impact Officer (CIO) external influence including outreach, coordination, program and project management and serving as a liaison (e.g., Board road trips, CEO convenings)
- Lead the Foundation's media investment strategy and oversee all media-focused relationships
- Lead organizational influence strategies for the CEO and other leadership team members
- Represent CHF and the CEO externally with professionalism and authenticity
- Hire, manage and develop up to 8 communications team members through coaching and direct supervision
- Hire and oversee external vendors and contractors

**2016-2020: Senior Director of Communications:** Our new CEO instated this promotion in 2016 based on my responsibilities since joining in 2013 and that are outlined below.

**2013-2016: Director of Communications**

- Set the vision for the communications department to advance Foundation goals, strategy and mission through effective and equitable communications
- Serve as a senior leader who advises as a thought partner on organizational strategy and culture, management and crisis communications needs for the CEO and full leadership team
- Develop and implement an organizational communications strategy that is aligned to the organization's needs, including annual department plans and budgets
- Represent the Foundation externally on relevant local and national boards/volunteer efforts that advance the mission
- Represent CHF externally with professionalism and authenticity, while embodying the Foundation's core values and cornerstones
- Hire, manage and develop up to 8 communications team members through coaching and direct supervision
- Hire and oversee all external vendors and contractors

**National Stroke Association—Denver, CO**

**2008—2013**

National Stroke Association is now a part of the American Heart Association. Formerly, it was an independent national, non-profit health advocacy organization dedicated to reducing the incidence and impact of stroke. The organization, which had 14 chapters and approximately 7,000 members and more than 100,000 individual donors, offered networking services, programs and education.

**Director of Marketing and Communications**

- Developed and led a marketing and communications strategy for the organization, programs and development team
- Transformed the organizational communications approach to integrate digital media, including social media, online marketing and paid media
- Developed and led the organization's community education programs, including public awareness campaigns (targeting 80,000+) such as the Faces of Stroke
- Developed all print, e-mail, and digital health education and marketing collateral
- Provided editorial oversight of *StrokeSmart*™ magazine (100,000+ circulation) and managed [www.stroke.org](http://www.stroke.org)
- Managed all local and national public/media relations and corporate sponsorships
- Co-led efforts to institute an online fundraising platform to expand development goals
- Co-led efforts to institute an integrated policy advocacy program that included regular in-person visits with stroke survivors to engage with national and local policymakers
- Developed corporate social responsibility programs and campaigns and supported efforts to gain national sponsors, donors and partners

**Saatchi & Saatchi Wellness—New York, NY**

**2008—2011**

[Saatchi & Saatchi Wellness](#) is a health and wellness agency that builds brands through emotionally-charged advertising, digital marketing and analytics. Formerly known as Saatchi & Saatchi Healthcare Advertising, this award-winning global agency is

dedicated to a legacy of consumer and professional marketing by raising the bar and crafting award- winning work online, on-air, in print and in-office.

#### **Managing Editor (December 2006-July 2008)**

- Managed 15-person editorial team for 13 domestic/global client accounts (staff + freelancers)
- Authored agency’s digital/web/interactive editing and writing guidelines for educational products
- Lead copywriter and editor for new patient education websites and blogs
- Maintained style guides in concert with each account team, client editors, and FDA regulations

#### **Senior Editor (May 2006-December 2006)**

- Lead editor for domestic and global product accounts in cardiology, oncology and rheumatology
- Copy development for consumer and healthcare professional-focused accounts
- Key player in strategic planning for digital and print products for individual clients

### **ADDITIONAL EXPERIENCE**

Medical Writer – Neurology Reviews Journal, New York, NY (2008-2010)

Associate Managing Editor – Academy for Healthcare Education, Inc./The Impact Group, Inc., New York, NY (2003–2006)

Editorial Associate – Academy for Healthcare Education, Inc./The Impact Group, Inc., New York, NY 2001-2003

City/County Government Reporter/Opinion Columnist – The Junction City Daily Union, Junction City, KS (2000-2001)

Student Reporter—The K-State Collegian, Manhattan, KS (1999-2000)

### **EDUCATION, LEADERSHIP DEVELOPMENT AND AWARDS**

Bachelor of Arts in English -- Kansas State University, Manhattan, KS

Ongoing executive coaching with Barbara Demarest – 2016-present

Center for Creative Leadership Development Program (April 2016 Class)

Colorado Healthcare Communicators: 2013 Gold Leaf Award for The Colorado Health Report Card; 2014 Gold Leaf Awards judge; 2014/2015 Gold Leaf Awards for Health Elevations journal; 2016 Gold Leaf Awards for #HealthiestCO listening tour and the Colorado Health Symposium

### **SELECTED COMMUNITY INVOLVEMENT**

University of Denver Equity Labs (Advisory Committee); University of Denver Women’s College (Executive Committee; Board of Directors); Philanthropy Southwest (Communications Committee Co-chair); Communications Network ComNetDenver (founding member); Communications Network (conference advisory committee); Media Impact Funders (conference advisory committee); Most Precious Blood Catholic School (school board); Highline Academy Southeast (fundraising committee); American Cancer Society (legislative advocacy liaison)