



Better health.
One connection at a time.

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Leadership Team

Co-Founder and Chief Executive Officer Rebecca Onie co-founded Health Leads (formerly Project HEALTH) in 1996, as a sophomore at Harvard College, along with Dr. Barry Zuckerman at Boston Medical Center. From 1997-2000, Rebecca served as Executive Director of Health Leads. At Harvard Law School, she was an editor of the Harvard Law Review and research assistant for Professors Laurence Tribe and Lani Guinier. Rebecca clerked for the Honorable Diane P. Wood of the U.S. District Court of Appeals for the Seventh Circuit and was an associate at Miner, Barnhill & Galland P.C., a civil rights and community economic development firm. During this time, Rebecca co-chaired Health Leads' Board of Directors.

In 2006, Rebecca returned as Chief Executive Officer of Health Leads, now operating in Baltimore, Boston, Chicago, New York, Providence, and Washington, D.C. Last year, Health Leads' corps of nearly 1,000 college volunteers assisted 8,800 low-income patients and their families in accessing food, heat, and other basic resources they need to be healthy. In 2009, Rebecca was honored to receive a MacArthur "Genius" Fellowship. In 2010, O! Magazine named her to its Power List of 20 women who are "changing the world for the better." Most recently, she was named to Forbes Magazine's Impact 30, recognizing the world's top 30 social entrepreneurs. Rebecca is a World Economic Forum Young Global Leader, U.S. Ashoka Fellow, and member of the Young Presidents' Organization and the Mayo Clinic Center for Innovation External Advisory Council. She has received the John F. Kennedy New Frontier Award; the Jane Rainie Opel '50 Young Alumna Award; and the Do Something Brick Award for Community Leadership.

Chief Operating Officer Sarah Di Troia has spent her career investing in and advising start-up and high-growth organizations and loves the combustion of innovation and energy of entrepreneurs. Sarah joins Health Leads after serving on our Board of Directors for four years representing the investment of New Profit, a venture philanthropy fund focused on scaling nonprofit organizations. Sarah was a Managing Partner at New Profit, where she lead investment selection and launched the Pathways Fund, a youth-development-focused \$50 million philanthropy fund in partnership with the federal Social Innovation Fund, a special initiative within the Corporation for National and Community Service. Before joining New Profit, Sarah worked as an Associate Director at The Center for Effective Philanthropy (CEP), a nonprofit dedicated to assessing and improving the overall performance of philanthropic foundations. Prior to her role at CEP, she was a Principal at Axxon Capital, a fund focused on exploring the market opportunity in the deficit of equity investments in women and minority-led companies. Sarah has also worked as a Principal at the Parthenon Group, where she was an advisor to entrepreneurs and intrapreneurs inside of large companies launching new businesses. Sarah graduated cum laude from Dartmouth College with a B.A. in history with honors and went on to earn a Master's Degree in Business Administration from Harvard Business School in 1998.

Vice President of Regional Partnerships Sue Dalelio With more than 20 years of senior-level experience in for-profit and nonprofit management, Sue brings to Health Leads a strong record of direct experience building and developing teams, fundraising, managing programs, and creating tools and systems to support those activities in regional sites. Sue began her career with audience development work for Shear Madness/Cranberry Productions, one of the nation's longest-running theatrical productions. She then moved into the nonprofit sector with her role as the Director of Registration and Student Services at the Boston Center for Adult Education (BCAE), and eventually as its first Director of Development. After the BCAE, she became Director of Posse Boston at The Posse Foundation, an acclaimed national college access and diversity program. Sue then rose to Regional Vice President at Posse and worked to help implement the strategic plan and ensure overall health of the organization while overseeing the Boston, Miami, New Orleans, and

New York City chapters. In that role, Sue supported and developed Posse's programming, fundraising, and institutional partnerships. A native of the Boston area, for college Sue ventured out to the University of Michigan, Ann Arbor, where she earned a B.A. in art history and economics.

Vice President of Development Chuck Gordon brings to Health Leads 25 years of serving those less fortunate in Boston and across the country. Most recently, he served for four years as Senior Vice President and National Chief Development Officer at City Year, a Boston-based national nonprofit that helps improve high school graduation rates by recruiting young people to serve as tutors, mentors, and role models. Chuck built development capacity at all 23 of City Year's sites, while also directing all organization-wide fundraising initiatives. He joined City Year after more than two decades at the United Way of Massachusetts Bay and Merrimack Valley, where he rose to the position of Senior Vice President, Leadership Giving. In addition to overseeing fundraising at the United Way, Chuck was instrumental in the completion of the United Way's \$30 million Millennium Fund endowment campaign. Chuck was named one of Boston's "40 under 40" by the Boston Business Journal and is an alumnus of LeadBoston, a six-month executive leadership program focused on social responsibility. Chuck serves on the boards of the Wheelock Family Theatre and the Boston Children's Theatre. He has a B.A. from Brandeis University and a Master's in Business Administration from Boston University.

Vice President of Business Development Brian Hermanspan comes to Health Leads with over 25 years of experience in the healthcare industry, including leadership roles in sales, marketing, and business development. At information technology leaders EMC and Dell, he helped create market leadership positions in information storage and technology services. As Vice President of Sales at CyraCom International, the U.S. leader in healthcare language/translator services, he helped implement the company's first sales and new-hire training programs, customer relationship management system, and account planning and pipeline system—turning CyraCom into a first-class selling organization named on the Inc. 500 list of fastest-growing private companies in the United States. Brian began his career at Baxter Healthcare Corporation, where he held a variety of positions with increasing levels of responsibility in both the hospital-provider and non-acute care sectors. He has been a board or committee member of several nonprofit organizations, and is a regular volunteer at his church. He is the recipient of many professional awards. Brian has a B.A. in International Relations and Economics from Stonehill College.

Vice President of Finance, Analytics, and Technology Victoria Jalal has focused her career on the strategic, financial, and operational management of innovative nonprofit organizations. Prior to joining Health Leads, she served as the Chief Financial Officer / Vice President of Business Strategy for The Family Center, Inc., in Somerville, Mass. There she assisted in refining the organization's identity and strategic goals, and she developed sustainable business models and productive operational and financial systems. As Chief Operating Officer at Root Cause in Cambridge, Mass., Victoria strengthened all aspects of the operating infrastructure by developing the systems needed to position the organization for growth while maintaining an entrepreneurial culture. Victoria has maintained a firm commitment to the nonprofit community and supports the philosophy that the combination of strong business acumen—coupled with an innovative, strategic, and focused vision—can create a powerful and lasting social impact. Victoria graduated from The University of Connecticut with a B.A. in Industrial Psychology and went on to earn a Master's in Business Administration from Northeastern University.

Vice President of Research and Development Karen Tirozzi has extensive experience delivering solutions to the healthcare and finance industries and is skilled in strategic building of team infrastructure and processes to support rapid growth. Prior to joining Health Leads, Karen served as Vice President, Customer Care at Alere-Wellogic, where she focused on scaling up the implementation and support of Health Information Exchange (HIE) and Electronic Medical Record (EMR) products. Before Alere-Wellogic, she spent 10 years leading the creation of scalable service-delivery models at Derivix, a financial services software company, and PatientKeeper, a healthcare information software company. At PatientKeeper, Karen managed teams of implementation managers, integration engineers, and database administrators to implement company products for more than 100 clients across the spectrum of healthcare delivery systems—from the largest health system in the U.S. to academic medical centers, health systems, community hospitals, and physician group practices. She has also served as a clinical social worker and psychiatric counselor in Boston hospitals. Karen has a Master's in Social Work from Simmons College and a B.A. in Psychology from Boston University.

Vice President of Leadership and Strategy Alexandra Quinn was first captured by the idea of service on a national level at the White House, where, in a year-long internship, she served as the Assistant to the Deputy Cabinet Secretary. Later she worked at the U.S. Justice Department, first as a Staff Assistant to U.S. Attorney General Janet Reno and subsequently as the Director of Scheduling and Briefing for the Attorney General. Combining her interest in large-scale system change with advocacy and individual action, in 2001 she joined College Summit, a national nonprofit that works in partnership with schools, school districts, and colleges to develop a sustainable model for raising college enrollment rates community-wide. As Vice President of Program, Alexandra oversaw College Summit's programmatic scaling from serving 1,000 to 14,000 students. In this capacity, she developed and refined overall program growth strategy and managed national and regional staff to ensure successful and consistent creation, delivery, and implementation of College Summit's program. She also drove the introduction and development of College Summit's professional training for educators and Peer Leader-students, as well as the evolution of in-school management tools for Principals and Superintendents and in-school site support. Alexandra holds a B.A. from Smith College.

Chicago Executive Director Cody McSellers-McCray joins Health Leads Chicago with experience in the public health, government, and nonprofit sectors, including a background in women's health, youth development, community health, and health inequities—and in issues related to nutrition, physical activity and obesity. Most recently, Cody served as the Director of Health Promotions for Westside Health Authority in Chicago, where she oversaw various health initiatives focused on serving underserved populations. In this capacity, Cody designed approaches and fundraised for two best-practice programs preventing and treating breast cancer, as well as for a school-based, childhood- obesity prevention program. Cody also has worked as the Director of Programming for the Women's Health Foundation (WHF) and as Parks and Recreation Manager for the Chicago Park District (CPD). At WHF she was responsible for expanding the Total Control Wellness program into new medical facilities across the United States and internationally. With CPD, she expanded and secured funding for the nationally recognized GoGirlGo! program into Chicago parks and schools. Cody has a B.S. in Kinesiology and Sports Medicine from Northern Illinois University and an MPH from Northern Illinois University.

Boston Executive Director Mark Marino graduated from Miami University (OH) with a B.A. in Zoology and a Neuroscience minor, prompting him to work in the clinical laboratory setting in Minnesota performing enzyme immunoassays for detection HIV type-1 antibodies. He developed an interest in the effect of disease more than the underlying genetics of the disease, leading him to pursue broader public health issues and their effect on underserved populations as a Peace Corps community health volunteer in Burkina Faso. His projects included HIV/AIDS and malaria trainings and outreach activities, nutrition, hygiene, and sexual education sessions with students, vaccination campaigns and pre-natal consultations at the local clinic, an income generating chicken project with women's group, organic sesame project with agriculture group, coordination of national girls empowerment and education camps, and coordination of national HIV/AIDS educational outreach program called Bike-a-thon. Prior to becoming Boston Executive Director, Mark served for five years as the Executive Director of Health Leads' Baltimore site, which he founded in 2006. Under his leadership, Health Leads Baltimore grew to become the organization's largest site, partnering with Johns Hopkins University, Loyola University of Maryland, and the University of Maryland, Baltimore County to mobilize more than 230 volunteers in serving 1300 families annually. Mark has a Masters in Public Health from Johns Hopkins Bloomberg School of Public Health.

New York Executive Director Carmita Padilla joins Health Leads New York City with extensive leadership and fundraising experience in the nonprofit and for-profit sectors. Most recently, she served as the Director of Alumni Relations and Annual Fund for Hunter College in New York and as the Manager of Individual Giving for the NAACP Legal Defense and Educational Fund. Her previous experience includes seven years as the Executive Director for the Women's Health and Counseling Center in Somerville, New Jersey, where she re-built and expanded the organization, and led it through a successful capital campaign. Carmita has a B.A. from Rutgers College and an MBA from Lehigh University, and she is fluent in Spanish.

Mid-Atlantic Executive Director Otis Rolley III has spent his career working toward advancing community development in the public, private, and non-profit sectors. Otis was a senior manager at national public-sector management consultant firm Urban Policy Development, based in Baltimore. He also was the founding president of a regional nonprofit, the Central Maryland Transportation Alliance, dedicated to improving and expanding transit and transportation options for

the people of Central Maryland. His extensive public sector experience includes serving in various leadership positions with three different mayors. He has been a chief of staff, city planning director, and first deputy housing commissioner. Otis graduated with honors from Rutgers College with a B.A. in Political Science and Africana Studies, and from Massachusetts Institute of Technology with a Masters in City Planning, where he concentrated in housing and community economic development. Otis lives in Baltimore with his wife and three children.

Providence Executive Director Adam Shyevitch comes to Health Leads with 18 years of experience in social justice education, affordable housing development, education, and public private partnerships. He most recently served as Teen Initiative Director at Boston After School & Beyond, a public-private partnership dedicated to supporting, strengthening, and expanding Boston's after-school sector. There, Adam built organizational networks dedicated to collaborative youth service in specific Boston neighborhoods. Working with these networks, Adam developed data systems linking multiple organizations to a common youth service database and helped connect them to Boston Public Schools, funding and training opportunities, and other city-wide initiatives. Prior to joining Boston After School & Beyond, Adam developed affordable housing in Massachusetts, Rhode Island, and North Carolina. He refinanced existing properties, rehabilitated boarded-up buildings, and worked with tenants during the renovation of their units. Adam has a B.A. from Colgate University, an MBA from Boston University, and a Masters in Theology from Harvard University's Divinity School.