

Matt Lilly, MA, CBIS, Board President
Jay Scheinberg, Board Member
Brain Injury Association of Maryland
2200 Kernan Drive
Baltimore, MD 21207-6667

Hello Matt and Jay,

Thank you both for speaking with me about the possibility of my serving on the board of the Brain Injury Association of Maryland (BIAMD). As a traumatic brain injury (TBI) survivor who is also an accomplished, high-integrity strategic communications expert, I believe my experiences can help the BIAMD board develop a communication strategy that effectively enhances your value proposition and connection to members.

Why am I interested in serving on the BIAMD board? Immediately after my brain injury in May 2011, I spent time at MedStar Washington Hospital Center in the Intensive Care Unit and then, at MedStar NRN (National Rehabilitation Network) in both in-patient and out-patient care/therapy. I am happy to say I have fully recovered. During my time at MedStar NRN, I became intimately aware of the dedication and commitment of everyone who works there. I developed a profound respect for the staff and gratitude for the care I received. For the past 9.5 years, I have consistently served as a mentor to other traumatic brain injury and spinal cord injury survivors (9 people, introduced to me through the leadership of the MedStar NRN Transitions Program, Neuro Day Program, and Brain Injury & Spinal Cord Injury Program). On a quarterly basis, I also go speak with Transitions Program TBI survivors at MedStar. I am thankful to MedStar for both inviting and welcoming me to connect and share with other survivors.

Why am I qualified to serve on the BIAMD board? I have created communications programs that have yielded favorable results for both internal and external audiences. I have led and managed healthcare policy and issues/crises management communications, public relations & media relations, as well as message creation, social media, and training for leadership and for union employees. I currently lead healthcare communications, business strategy and organizational change for various federal government agencies and programs.

The comprehensive communications programs I create require a wide range of partnership and collaboration with multiple cross-functional teams, leaders, and areas. I can bring dynamic leadership, relentless commitment, strong communications and change management expertise, and business acumen to support the success of the BIAMD board of directors. Having a personal passion for the wellness and healthy lives of our communities makes me a perfect fit for your board. I am a brand champion as well as a trusted organizational leader with solid problem-solving skills.

Thank you for your consideration. I look forward to hearing from you.

Kind regards,
Beverlie Acree

Beverlie Acree
Silver Spring, Maryland

www.linkedin.com/in/beverlie-acree-965ba8b/

STRATEGIC COMMUNICATIONS LEADER | ADVISOR | THOUGHT PARTNER

Insightful senior-level visionary with progressive leadership experience driving top-flight communications and strategic planning programs and solutions across a wide spectrum of industries. A dynamic authentic leader who inspires trust, clarifies purpose, aligns organizational systems, unleashes individual talents, and builds long-standing relationships throughout all tiers of an organization.

Unique expertise in strategic communication alignment and brand reputation management for Internal and External Stakeholders

PROFESSIONAL EXPERIENCE

MITRE Corporation—McLean, VA

A federally funded research and development center (FFRDC)

Principal—Communications, Business Strategy, and Organizational Change & Effectiveness (July 2017 to present)

- Serves as communications leader and advisor to Federal government agencies and staff on strategic communications and engagement for various health policy, population health, research, and healthcare technology programs and initiatives.
- Manages the development of content and public engagement strategies for the U.S. Department of Health and Human Services, the Center for Medicare and Medicaid Services (CMS), the Health Resources and Services Administration (HRSA), and the Administration for Children and Families (ACF) program materials for diverse audiences—talking points, executive briefings, strategic roadmaps, strategic communications plans for rollout of new healthcare and population health policy and engagement activities.
- Creates, manages, and conducts strategic stakeholder engagement and analysis activities including facilitating listening sessions, stakeholder interviews, monitoring progress, tracking best practices, social monitoring, and social listening for various Federal government agencies.
- Leads the development and execution of communication strategies solutions to interact with all healthcare stakeholders, considering perspectives and communications styles of clinicians, payers, purchasers, and patient community (including consumers, family members, care givers and patient advocates).
- Co-created and leads the MITRE Health Innovation Center Social Justice and Racism Book Club.
- Serves as a strategic communications advisor and expert for MITRE's Social Justice Platform initiative involving Resilient Communities within the United States.
- Created strategy and served as strategic advisor to MITRE Health Division leadership for the first thought leadership and expert's external engagement strategy.
- Led the research, design, and development of the blog strategy for MITRE Health Systems and Strategy Division.

BEVERLIE ACREE

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Capital One – McLean, VA

A top 10 Bank and innovative technology company

Director—Talent Brand Marketing & Diversity and Inclusion Communications (2015 to 2017)

Accountable for developing and managing communication programs to 49,000+ employees.

Key accomplishments:

- **Managed a team of five mid to senior level staff.**
- **Coached direct reports with goal and impact setting to ensure alignment with organizational strategic goals and performance metrics.**
- **Spearheaded the development and execution of an award-winning integrated Diversity & Inclusion Marketing and Communications strategy in alignment with organizational strategic planning initiatives.**
- **Built internal communications and marketing programs to engage, support and inspire 49,000+ employees where Capital One was named 'Best Place to Work' in recognition of its HR programs, performance management, benefits, and broader cultural initiatives.**
- **Consulted and advised cross-functional leaders on communications and engagement strategies to redesign the company's annual performance management process.**
- **Implemented measures and Key Performance Indicators (KPIs) to determine effectiveness of communications programs and created branding plans to improve results.**

Kaiser Permanente – Rockville, MD

Non-profit health care provider and insurance organization

Senior Director—Corporate Communications and Public Relations (2005 to 2015)

Promoted to drive communications strategy in support of organizational business objectives. Led the teams that developed, executed, and managed key communication initiatives within a \$2M budget. Served as company spokesperson to the media and partnered with senior leadership to ensure optimal brand messaging. Collaborated with board of directors, senior management, physician leadership, and frontline staff including various labor unions across the organization. Responsible for contributing to organizational business goals through implementation of programs (research, operational, and administrative) and campaigns that reach internal and external stakeholder groups.

Strategic Communications Leadership Key accomplishments:

- **Served as communications advisor to the President, organization's strategic planning team, governing board of directors, and various leadership councils.**
- **Directed and managed the creation of a nationally recognized media relations and public relations strategy and campaign where share of voice was increased by 35% in a one-year period.**
- **Provided counsel and implementation support in the event of organizational crises in collaboration with senior leaders both locally and nationally.**
- **Managed and coached a staff to consistently provide top-flight writing, editing, and project management services.**
- **Mentored and coached three (3) interns which resulted in several full-time careers and promotions.**
- **Supervised and provided performance management feedback for a high-performing team of eight (8) direct reports as well as multiple consultants/contractors.**

Change Management Key accomplishments:

- **Spearheaded a Leadership Visibility campaign to educate all employees on corporate vision; increased employee satisfaction and trust in leadership by 15%.**
- **Created an integrated marketing and communications strategic messaging platform that incorporated member, leadership, employee, government, and community relations communications for the first time in the Kaiser Permanente Mid-Atlantic region.**
- **Increased productivity and awareness by implementing communications and branding strategies for three (3) regional employee unions.**
- **Partnered with leadership to create strategies and educate employees on new product and service offerings to members resulting in Kaiser Permanente being recognized in multiple publications for commitment to members.**
- **Collaborated with Government Relations and Member Communications teams to ensure cohesive strategic communications approach.**

Internal Communications Director (2001 to 2005)

Architected tactical communication strategies and plans to support all change initiatives within the Mid-Atlantic region. Aligned content with brand in tone, voice, and messaging. Led the execution of multiple assignments in short time frames and shaped diverse projects into cohesive programs. Evaluated on-going planning and implementation processes and recommend overall improvements where necessary.

Key accomplishments:

- **Launched successful internal and external communications strategies for electronic medical record system—*Kaiser Permanente HealthConnect* and personal health record—*My HealthManager*.**
- **Developed and implemented internal communication strategy for the Medicare Modernization Act and Medicaid programs including deliverable sign-off, issues management, risk management, and time tracking.**
- **Created communications and programs for branding and redesign of primary and specialty health care redesign initiatives.**
- **Initiated and managed a communications strategy for both internal and external stakeholders of a \$30M IT transition to Kaiser Permanente's National Insurance Solution and partnered with leaders to overhaul information flow around healthcare claims processing and benefits review.**

EDUCATION

-**Master of Business Administration** with Management Information Systems concentration

The George Washington University

-**Bachelor of Science Degree** in Marketing

University of Maryland

PROFESSIONAL AND VOLUNTEER AFFILIATIONS

America's Health Insurance Plans (AHIP) Executive Leadership Program – Fellow

Women in Communications, DC – Member

MedStar National Rehabilitation Hospital Community Health Advisory Task Force (ATF) – Member

Literacy Council of Montgomery County – Compass Volunteer