

SHERICE PERRY

(b)(6)

Communications strategist and health equity advocate with deep experience using smart communications for social good. Authentic leader dedicated to bridging the gaps between stakeholders and decisions makers. Experienced at cultivating partnerships that enhance and promote the strategic vision of organizations to ensure they remain at the forefront of key issues. Lover of sport and its ability to change individuals, communities and society.

PROFESSIONAL EXPERIENCE

Biden for President, Washington, DC and Philadelphia, PA

National Director for State Coalitions Outreach/Special Advisor for Coalitions, July 2020-November 2020

- Served as member of Coalitions Leadership Team, hiring nationwide staff, including four Regional Coalitions Directors and 17 State Coalitions Directors to help oversee the campaign's engagement with diverse communities.
- Directed key portfolios programming at the national level and managed a team of national engagement directors including the National Affinity & Ethnic Engagement Director, National Disability Engagement Director, National Faith Director and National African American Faith Director, National Jewish Engagement Director, National Tribal Engagement Director, and Veterans and Military Families Engagement Director; worked to align national and state programming within these portfolios and led special projects such as the Soul of the Nation Gospel Concert series.
- Coalitions liaison for Dr. Jill Biden and informal advisor for Dr. Biden team; coalitions liaison for Ashley Biden and Biden grandchildren.

Communications Director for Dr. Jill Biden, May 2019-July 2020

- Managed national media interviews for Dr. Jill Biden's national book tour for the New York Times Bestseller, *Where the Light Enters*.
- Traveled with, prepared, and staffed Dr. Biden for campaign events during the primary season, as well as national and regional television, radio, print interviews and other press events; worked with reporters on profile stories in outlets such as The New York Times, Parade, and Vogue.

Spitfire Strategies, Washington, DC

Vice President, September 2017-May 2019

- Provide strategic communications counsel to nonprofits and foundations working across a spectrum of issues, with a focus on sports and the benefits they provide for children, communities and society. Current projects include serving as the firm of record for the Women's Sports Foundation, advising the Atlanta Falcon's Youth Foundation and Georgia Health Department on a state-wide initiative to get middle school girls to embrace physical activity, and creating a communications strategy for CEO's of 13 youth-serving organizations, including the Boys and Girls Clubs of America and Big Brothers Big Sisters of America.
- Create and manage communications campaigns for over \$1.5M in client accounts; advise on profile-building strategies and crisis communications; serve as project manager for each client account of 2-6 people; draft, edit and approve client deliverables.
- Developed and conducted trainings on media engagement for more than 100 individuals representing organizations such as Color of Change and the Robert Wood Johnson Foundation; conduct on-camera media training for organizations such as the Center for Reproductive Rights and the YWCA USA.
- Generated more than \$500,000 in revenue through pitching new business and expanding work with current clients.

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- Serve as the functional manager of two mid-level staff. Responsible for their day-to-day workloads and overall professional development.

Billie Jean King Leadership Initiative (BJKLI), Washington, DC and New York, NY

Executive Director, February 2016-April 2017

- Served as inaugural executive director; spearheaded efforts to promote diversity and inclusion in the workplace through strategic partnerships, research, media outreach and special events.
- Managed communication with the BJKLI Advisory Board, which included influential leaders from media, business and sports such as Christiane Amanpour, Robin Roberts and Jonathan Kraft.
- Led research collaboration with Deloitte University Leadership Center for Inclusion, including developing report *The Millennial Majority Is Transforming Your Culture*.
- Directed advocacy efforts to ensure equal opportunity in the workplace; partnered with the White House to create the first Summit on Diversity in the Private Sector on Equal Pay Day, April 12, 2016.
- Led fundraising efforts; secured \$150K sponsorship for 2016 BJKLI Symposium and Gala attended by 200 private sector leaders, including those from the NFL, NHL and U.S. Soccer.

U.S. Department of Health and Human Services (HHS), Office of the Assistant Secretary for Public Affairs (ASP), Washington, DC

Director of Broadcast & Specialty Media, April 2014-February 2016

Special Assistant for Broadcast & Specialty Media, April 2012-March 2014

- Directed specialty media outreach and strategic communications planning for HHS Secretary and senior HHS leadership in carrying out President Obama's health care agenda, including implementation of the Affordable Care Act.
- Prepared and staffed the secretary and other senior HHS officials for national and regional television appearances and press events in town and on the road; managed the secretary's recording and delivery of video addresses and radio actualities.
- Developed and maintained relationships with journalists covering health and health care issues in targeted communities; pitched television, print, online and radio interviews to outlets that reach diverse demographic audiences, including African Americans, Latinos and women.
- Collaborated with the White House, federal agencies and stakeholders to plan and execute media events to promote enrollment in the Health Insurance Marketplace and increase awareness of the Obama Administration's efforts to address public health challenges impacting communities of color.
- Served as press secretary for the HHS delegation's annual travel to Indian Country (2013-2015).
- Managed ASP's magazine portfolio, including pitching, briefing and staffing the secretary and other HHS leadership for print and online interviews during the first open enrollment period (2013-2014); secured 40-plus placements in magazines that reach a diverse, nationwide readership including *Cosmo Latina*, *Glamour*, *Essence*, *Health*, *Parents* and *Women's Health*.

Families USA, Washington, DC

Program Manager, Health Equity (formerly Minority Health Initiatives), June 2008-March 2012

- Tracked federal legislation and analyzed impact of health policies on racial and ethnic minorities' access to care; wrote publications to educate policymakers, advocates, and media.

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- Planned and executed health policy trainings, including health disparities-related community leader trainings, workshops for annual Health Action grassroots advocacy conference, and Capitol Hill briefings.
- Developed, planned, and executed two-day healthcare-reporting workshops providing 100+ journalists working in diverse communities with tools and resources to report on health and health disparities (Las Vegas, Philadelphia, Washington, DC, and New Orleans).
- Developed and maintained relationships with journalists covering health disparities, state offices of minority health and grassroots health care leaders; provided educational materials related to health reform implementation, connected reporters to stakeholders for interviews and facilitated connections with stakeholders across the country to share lessons learned and explore opportunities for collaboration.
- Supervised and mentored junior staff, including department fellows and interns.

National Cancer Institute's (NCI) Cancer Information Service (CIS), Memorial Sloan Kettering Cancer Center, New York, NY

Communications Specialist, June 2006-May 2008

- Provided communications support as one of four specialists assigned to CIS offices located in U.S., the U.S. Virgin Islands, Puerto Rico, and Guam; served as communications advisor to 4 CIS regional offices covering 13 states.
- Advised CIS regional offices and partners on media strategies and cancer control program development, implementation, and evaluation.
- Created and reviewed communications plans, cancer educational materials, promotional products, and media lists.
- Participated in cancer control and tobacco coalition steering committees with advocacy groups and public health professionals; advised, promoted CIS resources, and explored opportunities for collaboration.

Burness Communications, Bethesda, MD

Consultant for Health Policy, Health Policy Team, September 2005-May 2006

- Organized press events with staff and served as media contact for The Commonwealth Fund.
- Drafted monthly media coverage reports and tip sheets for national health care reporters.

Communications Intern, Health Policy and Public Health Teams, November 2004-June 2005

- Pitched research findings of foundations and health care organizations to targeted media outlets.
- Researched legislative issues in health policy and wrote summaries for senior staff.

Covance Health Economics and Outcomes Services, Inc., Gaithersburg, MD

Case Manager/Program Specialist, November 2003-August 2004

- Administered patient assistance program for infusible drug.
- Coordinated drug coverage appeals process and identified alternative funding resources for patients and providers with denied claims.

Research Associate, July 2003-November 2003

- Researched drug reimbursement and coverage issues.
- Recruited external experts for qualitative interviews, facilitated interview process, analyzed data, and prepared findings and recommendations.

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ADDITIONAL RELEVANT EXPERIENCE

Robert Wood Johnson Foundation, Princeton, NJ
Sports Award Selection Committee, 2016 – 2019

Whine and Cheese, Upper Marlboro, MD
Board Member, 2019 - Present

EDUCATION

Georgetown University, Georgetown Public Policy Institute (now McCourt School of Public Policy), Washington, DC
Master of Public Policy, Health Policy Concentration, May 2006

Oxford University, Oxford, England
Graduate Business Program in International Management, Health Policy Concentration,
Summer 2005

University of Pennsylvania, Philadelphia, PA
Bachelor of Arts in Health and Societies, Health Policy Concentration, May 2003

PUBLICATIONS

Perry, Sherice. (2018, Invincible Summer LLC). *Invincible Summer: A 30-day Reflectional on the Power of Kindness*.

Perry, S., Foster, J. (2010). *Health Reform: Help for American Indians and Alaska Natives*. Families USA: Washington, D.C.

Perry, Sherice. (2010). *Improving Language Access: CHIPRA Provides Increased Funding for Language Services*. Families USA: Washington, D.C.

Perry, S., Sullivan, J., Klein, R., Panares, R. (2009). *The Children's Health Insurance Program Reauthorization Act (CHIPRA): Addressing Racial and Ethnic Health Disparities*. Families USA: Washington, D.C.

Perry, Sherice. (2008). *Health Coverage in Communities of Color: Talking About the New Census Numbers*. Families USA: Washington, D.C.

Perry, Sherice. (2008). *Medicare Improvements for Patients and Providers Act of 2008: Addressing Racial and Ethnic Health Disparities*. Families USA: Washington, D.C.

"Why is PENN good for me?" and high school resume published in *Black Excel: African-American Student's College Guide* (2000, Wiley Press)