



YOLANDA WEBB

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PEOPLE CALL YOLANDA, "THE PEOPLE WHISPERER."

HER YEARS OF EXPERIENCE UNDERSTANDING THE FOUNDATIONS OF HUMAN BEHAVIOR LEADS TO SIGNIFICANT RESULTS IN BUSINESS, POLICY DEVELOPMENT AND THE CRUCIAL CONVERSATIONS THAT BUILD AND SHAPE COMMUNITY, STABILIZE WORKFORCES, AND IMPROVE POWER SHARING.

A RECOGNIZED AUTHORITY IN THE AREAS OF INCLUSION, DIVERSITY, AND BIAS, SHE HAS WORKED IN SENIOR EXECUTIVE LEADERSHIP ROLES IN HUMAN SERVICE, PUBLIC POLICY, NON-PROFITS, SOCIAL JUSTICE, HEALTH EQUITY, THE DISABILITY AND AGING FIELD. AND AS A BUSINESS CEO.

AS A POLICY EXPERT, SHE HAS LENT HER VOICE TOWARDS ISSUES IMPACTING MARGINALIZED AND UNDERSERVED COMMUNITIES.

YOLANDA WEBB

C-Suite Executive Leader
Public Policy Expert
Workforce/Health Equity Expert

QUALIFICATIONS & EXPERTISE

Budget / Client management fiscal relationships ranged upward of \$234M. Designed fiscal protocols and procedures to control costs and monitor disbursements. Skilled at using data and metrics to drive impact which leads to organizational growth.

A transformational leader with demonstrated understanding of the human condition, with an ability to instill a common vision that leads to increased customer and employee engagement and satisfaction. Led organizations and departments through periods of substantial growth and transition.

As the "People Whisperer" skilled at recognizing the best in people and putting people in the right places for the best impact to develop sustainable workforces.

Organizational development and capacity building. Innovative executive leader and motivator with more than 30 years of executive leadership with an ability to assess the current state of performance, with a humanistic process-driven, goal oriented, and customer-centered approach.

Diversity, Equity, and Inclusion – A Brilliant Glimpse of Insight™ leader. WEBB Advisory Group, Principal Advisor in DEI, Organizational Assessment, Leadership Development.

Policy Development and Analysis. Well-versed in assisting organizations to develop policy and legislative positions.

Social benefits policy development for corporations and business emphasizing risk and protective factors and local and global implications.

Strong communicator who interacts respectfully and effectively with individuals across the spectrum of social and economic backgrounds and cultures.

CORE COMPETENCIES

Leading Change – Led the successful turnaround of several agencies that were rocked by fiscal mismanagement as well as employee morale issues.

Leading People – “The People Whisperer” Having won several leadership awards for staff development, pipeline development, and putting the right talent in the right place. I am a rear line leader leading from an executive vantage point. This includes helping people to work across teams, divisions, and business units. A leaders leader leading through a lens of inclusion.

Results Driven – As a public servant who is accountable for the public trust, I have created short and long-term plans and provided annual reports to the community, legislators, and other stakeholders. Work includes a behavioral outcome focus to drive strategy and results.

Business Acumen – Having overseen budgets up to and above \$234 million dollars, I understand financial accounting principles (both public and private revenues). Can leverage human capital by looking at strengths and weaknesses and rewarding people accordingly.

EDUCATION

Union Institute & University, PhD Coursework in Public Policy/Social Justice (2014 - 2015)

Xavier University, Cincinnati, Ohio MA. Humanities; minor in English/Philosophy (1997) Thesis: *On Being Human...Becoming Divine. Connecting Communities through Social Engagement*

Tennessee State University, Nashville, Tennessee B.S. in Criminal Justice minor in Psychology (1981)

WORK EXPERIENCE

Accomplishments

WEBB Advisory Group LLC (January 2010 – Present)

The WEBB Advisory Group has more than ten years of extensive experience in the field of leadership development, coaching, mentoring, talent and pipeline development, justice, diversity, equity, and inclusion strategic management and

implementation. As CEO and principal advisor, led both national, governmental, educational, and international DEI efforts. Designed curriculums and behavioral assessment resources for organizations. Expert curriculum developer, workforce development trainer and public speaker who uses

interactive storytelling to connect with her audience. The WEBB Advisory Group has served both non-profit, and for-profit corporations.

Accomplishments

Colorado Department of Human Services (July 2019 – Present)

State Office Director, Office of Adult, Aging and Disability Services

The Office of Adult, Aging and Disability Services is comprised of four divisions: Aging and Adult Services, Veterans Community Living Centers, Regional Centers, and Disability Determination Services. The office also oversees the Commission of Developmental Disabilities, Commission on Deaf/Blind/Hard of Hearing, and Mindsource the Traumatic Brain Injury program. The State Office Director takes the lead in providing policy, performance management, fiscal and administrative tools, and instruction to 64 county social services departments, five state veterans' homes and three Regional Centers throughout the State of Colorado. Has budgetary oversight of \$213,960,753 with a total statewide employee base of 1 FTE 1,574.9.

Accomplishments

Meritan Inc., (July 2017 – June 2019)

Vice President – Home and Community Based Services (Tennessee / Mississippi)

Provide senior C-Suite executive program leadership, program/performance budgetary oversight of nine multi-state Human Services HCBS Programs for multi-state non-profit agency. Provide budgetary oversight for \$10 million-dollar program while seeking additional funding and grant opportunities. Increased revenue by 40% by introducing private pay fee for service program and closed \$348,000 revenue gap from FY16-17 by streamlining operations, closing underutilized programs and group homes. Lead and SME on Medicaid Reimbursement with State and Community partners to ensure quality of services through Medicaid Managed Care Choices (TennCo-Blue Care (BCBS) and Amerigroup, United Healthcare, and Medicare Dual eligible) programs and E&D Waiver for State of Mississippi.

Accomplishments

DHS Division Director - Nebraska Department of Health and Human Services Division of Developmental Disabilities

2015 Governors Cabinet Appointment Division Director.

Appointed Cabinet Authority overseeing funding and provided oversight for the Medicaid home and community-based developmental services waiver services, including eligibility

determinations, service coordination, service monitoring and payments to IDD providers. Also provide oversight of the

Beatrice State Developmental Center which provides direct services in an institutional setting.

Accomplishments

Metropolitan Human Services District (MHSD) Louisiana Department Health & Human Services Executive Director / CEO 2014-2015

Legislative Appointing Authority of three county (parish) Health and Human Services District. Planned and executed all aspects of the agency's programs, and the responsibility for the overall effectiveness of the organization. Maximized all external relationships with government, Medicaid Managed Care organizations, mental health organizations, developmental disabilities organizations and substance abuse organizations for children and adults. Served as the visible spokesperson for the agency. Oversaw State appropriated budget of \$27 million dollars, and 142 FTE in multiple locations Responsible for developing and implementing public policy programs and initiatives, including providing analysis of legislation, as needed. Directed high impact capital project from concept through construction of new clinic which added clinical operations in underserved parish areas following hurricane Katrina.

Accomplishments

Chief Executive Officer - E'LON Cosmetics LLC 2004 – 2013

Primary driving force behind the luxury brand E'LON Cosmetics with a \$350,000 initial investment. Leverage entrepreneurial orientation and expertise to initiate the company's operational and marketing strategy. Provided leadership to six executives.

Company offered contract with Macy's Department Stores, with cosmetics counters in three urban stores in the Midwest.

Boosted net revenue from first year to 9%, decreased operating cost and increased EBITDA margins. Recruited, trained, and developed corporate officers of the company and other key strategic employees including marketing, communications, and PR.

Built a referral base that included private clients and celebrity clientele. Leveraged luxury brand relationships to expand

company into mass market products in local grocery outlets in Super Valu grocery chains distributing TWISY girl lip and eye products for tweens.

From 2004 -2013 the company operated standalone retail stores (mall based) and online retail outlets. The company also distributed both a digital and hard copy fashion/beauty magazine earning more than 250,000 subscriptions and reads in one year. Won numerous awards from the Cincinnati Chamber of Commerce, African American Chamber of Commerce and Woman and Business of the Year.

PROFESSIONAL AFFILIATIONS

- Commissioner – State Rehabilitation Commission
- Commissioner / Chair Colorado Department of Public Health, Health Equity Commission
- Board Member - American Red Cross – CO/W
- Colorado Thought Leaders Forum / Wise Women - Member
- Board Member - Kavod Inc. – Senior Services
- Board Member / President – Elect - IMPACT 100 Metro Denver
- Board Member - International Women’s Forum Colorado
- Commissioner - State of Tennessee Developmental Disabilities Policy & Planning Council (DDPPC)
- TNCO (Tennessee Community Organizations) Government Planning Advisory Board,
- TAHC (Tennessee Association of Home Care Advisory Board Member),
- Equity and Justice Coalition Member
- Zeta Phi Beta Sorority Member (President/Basileus),
- Xavier University Williams College of Business Advisory Board Member, Advisory Board (Developmental Disabilities program),
- Cincinnati Ballet
- Mercy Neighborhood Services

HONORS AND AWARDS

2000 – 2002 Awarded twice the Cincinnati Image Maker Award for Advocacy.

2004 – Spoke before members of the Ohio and US House of Representatives on the issue of housing for our communities most vulnerable citizens (the poor, disabled, mentally ill and disenfranchised).

Awarded business of the year by the Greater Cincinnati Micro-Enterprise Initiative

2005 – Awarded small business of the year by the Greater Cincinnati USA Chamber of Commerce.

Visited Washington, D.C., accompanied by the President of the Urban League of Cincinnati as well as several owners of small businesses in Cincinnati. Webb and representatives from other local Urban Leagues met with, among others, the Director for Domestic Policy, and the Deputy Director of the Small Business Administration to discuss plans to develop a one-stop shop for small business owners and entrepreneurs.

2006 – Awarded business of the year by the African American Chamber of Commerce. Presented Profiles in Courage by Fifth Third Bank, WCPO TV, Channel 9, the Urban League of Greater Cincinnati, University of Cincinnati, and The Cincinnati

Herald in recognizing the importance of telling the stories of everyday people who have faced life's challenges with tenacity and courage.

2007 – 2009 Received Woman of the Year Award Sigma Gamma Rho Sorority, voted 10 Women to Watch 2009 Cincinnati, Ohio

Alumnus: Superintendents Leadership Development Program, Ohio Association of County Boards of Mental Retardation and Developmental Disabilities. Certified in March 2000

Alumnus: African American Leadership Development Program, Class V Cincinnati Urban League, Cincinnati, Ohio.

Alumnus: New Orleans Regional Leadership Institute Class of 2015

Alumnus: Denver Chamber of Commerce Leadership Access Program 2020

Alumnus: Impact Denver - Chamber of Commerce

Alumnus: Leadership Denver Class 2022