



# JEREMY HANSON WILLIS

Executive Leadership | Inclusive Leadership | Equity Champion  
Greater Twin Cities, Minnesota

Nonprofit and public-sector executive leader with 25+ years of experience. Empowers others to achieve shared goals and transform organizations. Purposely manages organizational culture and focus. Creates clarity and buy-in for game-changing strategies that create wide reaching social impact with measurable results. Adept communicator who excels at crafting and delivering relevant messages for target audiences. Highly skilled at developing and expanding partnerships between public and private entities to generate outstanding results. Deeply committed to equitable solutions that bring greater shared prosperity to all.

## AREAS OF EXPERTISE

Executive Leadership | Relationship/Partnership Development | Strategic Planning | Inclusive Leadership  
Stakeholder Management | Fiscal Management | Public Speaking | Public-Private Partnerships  
Public Policy Advocacy | Program Innovation | Operational Excellence | Effective Communication  
Racial and LGBTQ+ Equity | Resource Planning | Performance Measurement | Fundraising

## PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

**Chief Executive Officer**  
**Rainbow Health**

**April 2019-present**

Lead all aspects of the agency’s mission to work for equitable health care access and outcomes for people who experience injustice at the intersection of health status and identity. Center the organization’s efforts on individuals and communities at risk of HIV or facing barriers to equitable healthcare access and outcomes because of their identity and gender, sexual, and/or racial minorities. Responsible for day-to-day operations, financial performance, legal compliance, and mission implementation, with 2022 annual budget of \$10.7M. Build strong relationships with community partners, funders, donors, and public officials. Develop and implement a 3-year strategic plan. Create a respectful, inclusive work culture to engage and retain quality, passionate employees. Guide direct reports and program leads overseeing 90+ employees providing social services, mental health care, advocacy, and community education and empowerment. Be a forceful voice for health equity in the community and media outlets. Serving on the Minnesota Health Equity Advisory Leadership Council.

### Key Accomplishments:

- Drove development and implementation of 3-year strategic plan unifying a newly integrated organization with a common purpose and vision of stability and growth.
- Grew the budget from \$5.5M to \$10.7M in three years. Eliminated \$1M structural deficit.
- Expanded mental health practice >60% year over year 2 years running. Launched new programs for COVID community outreach, a free tele-PrEP/STI clinic, and aging services for older LGBTQ+ adults.
- Increased number of new BIPOC hires from 25% to 35% and overall BIPOC employment from 25% to 29%. Increased number of BIPOC Board of Directors from 15% to 50%. Launched and implemented internal Racial Equity Plan, Racial Equity Program Plans, and integrated Anti-Racism into Board Goals and Work Plans.
- Spearheaded re-brand with new name and website with staff, board, and stakeholder engagement. New brand drove increased website traffic, social media growth, and SEO growth.
- Named 2021 a Notable LGBTQ Executive by Twin Cities Business Magazine and featured in several local TV, radio and print publications.
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**Deputy Commissioner for Workforce Development**

**June 2014- March 2019**

***Minnesota Department of Employment and Economic Development***

Facilitated strategic direction for the State of Minnesota's (MN) workforce development programs and aligned public job training/work readiness resources with the needs of business. Provided vision, cohesion, and leadership across seven state and federally funded programs, with an annual budget of \$304M. Guided seven direct reports overseeing more than 1,200 employees. Directed several programmatic areas, including workforce development policy and employment programs. Partnered with multiple public and private stakeholders to align strategies, leverage resources, connect jobseekers with employers, and grow the state economy. Collaborated closely with business and economic development associations to ensure job training programs meet the needs of businesses.

**Key Accomplishments:**

- Spearheaded the development and implementation of MN's innovative new Workforce Development Plan, which focused on employment equity for people of color and people with disabilities, priority industry sectors, and measuring outcome performance. Important components of this accomplishment included:
  - Being the first state in country to put racial equity as a value expectation at the core of its plan.
  - Aligning 50 centers, 16 boards, hundreds of service providers, and \$194M around an understandable, measurable strategy to provide better outcomes for people of color and those with disabilities.
- Developed and oversaw implementation of MN's transition to a regional structure for workforce development strategy, planning, and service delivery. Will result in regions maximizing their local economy, providing more accessible/relevant services to customers, and creating a path for system innovation.
- Drove rebranding of the State's Workforce Center System, bringing physical centers, programs, and providers under one unified brand and philosophy; resulted in increased awareness of services and programs.
- Orchestrated and provides executive leadership of MN's first-ever "virtual" workforce service center.
- Redesigned and aligned business-facing workforce development services, with a significant staff reorganization and resource realignment. Resulted in better serving key industry sectors and measurement of outcomes.

**Executive Director**

**April 2012 – March 2014**

***Community Planning & Economic Development Department, City of Minneapolis***

Directed a multifaceted department in an innovative and fiscally responsible manner. Provided vision and strategic leadership to build a robust economic strategy for the City during a time of tremendous growth. Oversaw and ensured cohesion across four divisions of Economic Development, Housing, Long Range Planning, and Development Services. Supervised eight direct reports and a department of 230 employees. Partnered with external stakeholders to leverage resources for the City's development. Championed a culture of innovation and continual improvement.

- Envisioned, guided, and implemented a significant department reorganization; utilized effective change management and communication to successfully merge two departments with different cultures and goals.
- Reformed \$94 million agency budget to have greater transparency, accountability, principles, and balance. Resulted in erasing a long-standing structural budget deficit of \$5 million.
- Led successful negotiations involving large-scale, complex real estate and redevelopment projects on behalf of the City, including a renovated Target Center and new U.S. Bank Stadium.
- Enhanced racial equity of staffing, purchasing, and program outcomes by developing a racial equity toolkit, growing awareness, and modifying goals and processes. Increased the hiring of people of color from 17% in 2012 to 21% by 2014 and increased procurement going to women/POC owned businesses.

**Chief of Staff**

**November 2009 – March 2012**

***City of Minneapolis Mayor's Office (Mayor R.T. Rybak)***

Led the Mayor's Office staff and collaborated with City leadership to implement Mayor Rybak's vision for the City. Provided the Mayor with strategic policy and political advice. Served as the Mayor's point person with the U.S./Regional Conference of Mayors, Minnesota's Congressional delegation, the White House, the Governor's office, MN Legislature, and other local, state and national policy makers. Served as the Mayor's primary representative to the business community and private-sector partners on economic development and urban design efforts; resulted in bold new visions for Downtown/North Minneapolis. Collaborated with City Council Members and Department Heads to advance key strategic priorities.



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## Jeremy Hanson Willis- Continued

**Communications Director**

**June 2005 – October 2009**

***City of Minneapolis Mayor's Office (Mayor R.T. Rybak)***

Coordinated media relations, speech writing, social media, and overall communications strategy. Developed major mayoral speeches, including the State of the City and Budget Address. Provided strategic media and PR advice.

### **Additional Professional Experience**

**Senior Account Executive, Tunheim (2004-2005)**

**Public Policy Director, Minnesota Smoke-Free Coalition (2000-2004)**

**Community Affairs Manager, Minnesota AIDS Project (1996-1999)**

### **EDUCATION**

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**Bachelor of Arts - Communications, Political Science, and Gender Studies. Macalester College. Saint Paul, MN**

**Policy Forum Fellow. University of Minnesota- Humphrey Institute. Minneapolis, MN**

**Fellow - Urban Partners Advisory Group. Harvard University- Kennedy School. Cambridge, MA**



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