**Amy J. Jennings, MS, MCHES**

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# CAREER SUMMARY

Experienced non-profit leader and community champion with expertise in strategic planning, relationship building, marketing, and program implementation and evaluation with proven ability to carry out initiatives designed to advance goals and improve organizational effectiveness.

# PROFESSIONAL EXPERIENCE

**GREATER DES MOINES LEADERSHIP INSTITUTE**, Des Moines, IA, 2012 – present

**Interim Program Director, 1/2012 – 5/2012**

**Executive Director, 6/2012 - present**

Oversee all aspects of Greater Des Moines Leadership Institute, including Community Leadership Program, Community Connect, alumni and community programming, development, marketing, and strategic planning.

* Oversee the work of and collaborate with more than 75 volunteer board and committee members to support The Institute’s vision of connecting, inspiring, challenging, and developing community leaders.
* Secured Greater Des Moines as the host community and serve as conference chair for the Association of Leadership Programs Midwest Conference, which will draw more than 75 leadership program professionals and volunteers from across the Midwest to Central Iowa in June 2016.
* Led strategy and implementation of a year-long initiative to assess leadership development needs of the Greater Des Moines community, which will inform the growth plan for The Institute and other community organizations.
* Championed the move toward a more intentional Community Leadership Program curriculum, which included increased focus on leadership development and issue-based class projects.
* Led transition of the Community Connect Program to the Greater Des Moines Leadership Institute, which resulted in broader reach of our organization and additional resources for emerging community leaders.
* Facilitated a Community Connect curriculum transformation that resulted in increased readiness of participants to engage in the community.
* Oversaw the development and implementation of an innovative leadership series, Calibrate, which supported the continued skill development of more than 50 experienced community leaders.
* Led creation and execution of Converge, an annual workshop and initiative of the Regional Leadership Council that brings together alumni of all central Iowa leadership programs to learn and connect.

**DESKACTIVE**, Johnston, IA, 2010 – 2011

**Director of Client Engagement**

Worked as part of product development and sales teams to ensure new and continued client engagement in the DeskActive health and safety software product, which reduced the negative effects of sedentary jobs.

* Designed features which enhanced the usability, content, and interactive nature of the DeskActive product.
* Created user campaigns and managed client newsletters to maintain or improve engagement in the product.
* Managed project involving integrating DeskActive program into external online health and wellness portal.
* Developed relationships with prospective clients, led sales presentations, and facilitated the purchase process.

**THE HEALTH & WELLNESS INSTITUTE**, Des Moines, IA, 2008 – 2010

**Health Management Consultant**

Provided expert guidance and tailored support for large Wellmark Blue Cross and Blue Shield customer groups in developing and implementing strategies to enhance organizational culture and health.

* Interpreted aggregate claims data, health risk data, survey results, and organizational audits to develop multi-year recommendations and strategic plans for customer groups, which enabled them to set and follow a purposeful course for improving the health of employees.
* Developed new, customer-specific format for wellness sales proposals which was praised by sales team. Presented proposals in customer sales meetings to audiences including senior leadership, finance directors, human resources professionals, and brokers.
* Managed strategy meetings and project plans for 10 large employer groups with little to no wellness program history which resulted in establishing strong leadership support, tailored marketing plans, wellness committees, and health-related initiatives.
* Led implementation of vendor-run services for four large, multi-site employer groups including health risk appraisals, wellness clinics, and online programs, which led to successful and smooth product launches.
* Contributed to process improvement related to all facets of health management consulting, including customer on-boarding and product implementation, resulting in accurate tools which better equipped consultants to serve customers.
* Orchestrated multi-presenter health management product training for more than 200 customer service associates and new staff members. Training received participant satisfaction scores of 8, 9, or 10.

**WELLMARK BLUE CROSS AND BLUE SHIELD**, Des Moines, IA, 1999 – 2008

**Health Improvement Coordinator**

Designed, implemented, and evaluated wellness initiatives for a workforce of more than 1800 employees in six locations in Iowa and South Dakota.

* Coordinated all aspects of benefit-linked health incentive program, including health screenings, resulting in health risk shift and more than 70 percent participation. Received company Star Award for efforts.
* Designed and executed company-wide communication strategy and managed intranet content for corporate health improvement initiatives to increase participant engagement.
* Managed activity incentive program, health fairs, all-employee walks, and four wellness committees.
* Completed Wellness Council of America’s Gold Well Workplace award applications in 1999 and 2002 and contributed to Platinum application in 2005 (awards received same years).
* Presented *Designing a Health Promotion Program to Spark Behavior Change* at Curbing Obesity through Worksite Wellness Programs national conference in San Diego, CA.

# VOLUNTEER LEADERSHIP EXPERIENCE

**CENTER ON SUSTAINABLE COMMUNITIES**, 2011 – present

**Board Chair,** 2013 – 2016; **Board Vice President**, 2012; **Development Committee Chair**, 2011 – present;

Served on executive committee and oversaw board strategic planning, financial oversight, and marketing of organization.

* Led organization through major change, which included staff transition, eliminating all debt, and creating a partnership with Iowa State University Extension.
* Chaired 2011 fundraising event, which raised nearly twice the total dollars as past events.

**CROSSROADS COLONY HOMEOWNERS ASSOCIATION**, 2007 – 2014

**Board President**, 2008 - 2014

Chaired five-member board, which oversaw the operations, maintenance, and property enhancements of a 56-unit condominium association.

* Oversaw board and management company activities to ensure swift and sensible execution of short- and long-term goals resulting in improved aesthetics, asset preservation, and sustained property value.
* Managed and monitored budget and financial statements to ensure prudent use and allocation of funds.

**GREATER DES MOINES YOUNG PROFESSIONALS CONNECTION** (YPC), 2004 - present

**Board President**, 2005 – 2007, **Board Member**, 2004 – 2008

Directed 18-member board responsible for member recruitment, marketing, programming, and budgeting in an organization that attracts and retains young professionals in the Des Moines area.

* Participate in selection of YPC/Juice Young Professional award honorees.
* Oversaw implementation of strategic direction in expanding member base and community recognition resulting in increasing membership from approximately 100 to 600 members within two years and receiving 30 mentions in print, television, and online news sources in one year.
* Managed and monitored budget and financial statements to ensure prudent use and allocation of funds.
* Cultivated and sustained relationships with community leaders and organizations which lead to increased organizational support, member outreach, and donation of resources.
* Organized non-profit village at large Downtown Des Moines music festival which featured more than 30 non-profit organizations.

# EDUCATION

Master of Science, Adult Learning and Organizational Performance/Leadership, Drake University, 2010

* Coursework included leadership development, effective consulting, managing organizational politics, creating customer value, corporate governance, and evaluating organizational performance.
* Research focus: Culture of Health in Organizations with Wellness Programs.

Bachelor of Science (graduated with distinction), Community Health Education, Iowa State University, 1999

# PROFESSIONAL ACTIVITIES/CERTIFICATIONS/SKILLS

* Master Certified Health Education Specialist (MCHES)
* Wellmark Inclusion Council Member
* Marketing Committee for the National Commission for Health Education Credentialing
* Microsoft Office Word, Excel, PowerPoint, Outlook, Visio, Dreamweaver (web page software)

# SERVICE/ACTIVITIES/HONORS

* Water Works Park Foundation Fundraising Committee, 2015 - present
* YMCA Healthy Living Center board member, 2011 – 2015
* Red Cross, Central Iowa Chapter board member, 2012 - 2015
* The Tomorrow Plan Young Professionals Committee, 2012
* Greater Des Moines Music Coalition Backstage Ball silent auction co-chair, 2012
* Leadership Iowa graduate, 2011
* Greater Des Moines Leadership Institute graduate, 2007
* YPC Amy Jennings Young Professional of the Year Award inaugural recipient, 2008
* Young Professionals of Iowa board member, 2007 – 2008
* Sigma Kappa Sorority: advisor, 2001 – 2008, executive vice president, 1998
* Greater Des Moines Partnership Board: YPC representative, 2007
* Des Moines Business Record’sForty Under 40 award recipient, 2007
* Keokuk Leadership in Action Conference keynote speaker, 2006
* Think Iowa Higher Education Summit luncheon presenter, 2006
* Greater Des Moines Partnership Community Development board member, 2005 – 2006