### DAVID LUNA, MBA, JD

**841 Broadview Avenue (312) 361-4944**

**Highland Park, Illinois 60035 David@towards-betterworld.com**

**Summary**

I am a servant leader in the struggle for economic and social justice, especially for communities of color and for poor and low-income families. As a senior Health Equity practitioner, as a consultant and coach, and as a leader of nonprofit organizations and coalitions, I strive to strengthen the groups and leaders with whom I work. As a volunteer, I have led organizations such as the Great Lakes Regional Health Equity Council (IL, IN, MI, MN, OH, WI), the National Association of Latino Healthcare Executives, and Partners for a Racism-Free Community.

**Career History**

**Luna Consulting & Coaching**, Operating Nationwide **05/20 to present**

***Principal Consultant***

My practice clusters mainly into two related areas—Health Equity, and racial equity and justice. In the area of Health Equity, I help healthcare systems and organizations determine the key needs of their diverse service populations and implement evidence-based strategies that improve the health of those populations while trimming the overall cost of providing care. My emphasis is often upstream and on the social determinants of health. In the area of racial equity and justice, I serve organizations and coalitions that are still young in the equity space. For these organizations, I provide level-setting training, orient their boards and senior staff, coach and support their internal equity leaders, and help them to develop and implement their foundational strategies and programs. In both these areas, I avoid cookie-cutter approaches and instead customize and tailor my work to the most urgent needs of my clients.

**Equal Voice Action**, Nationwide Focus **03/18 to 04/20**

***Executive Director***

Equal Voice Action (EVA) was a national 501(c)(4) membership organization focused on building the political power of poor and low-income families. Using an array of sophisticated community-facing digital tools, we sought to be a channel through which poor and low-income families could use their voices to affect public policy and eliminate the social and economic inequality that shapes every aspect of their lives, with a particular emphasis on the social determinants of health. As Executive Director, I focused on:

* Developing and implementing strategies that moved EVA from a long semi-dormant period to vigorous delivery of its mission.
* Developing and implementing pilot projects, both digital and on the ground, through which we tested various ways in which EVA might increase its impact, add value, and grow, engage and retain its membership.
* Enlarging EVA’s public profile and fattening its visibility on both the national and local scenes.
* Expanding EVA’s capacity, including recruiting committed and talented people for key positions, and supporting them in reaching their full potential.
* Building solid and positive relationships with EVA’s board, its funders and its allies.
* Moving EVA into a mode of action, action, action.

**Open Communities**, North Suburban Chicago **04/16 to 02/18**

***Executive Director***

Open Communities was a voice for economic and social justice in north suburban Chicago, working to achieve economically and culturally diverse communities that would be welcoming and inclusive of all. It organized and advocated for justice centered on three key social determinants of health—housing, living wage, and immigrant status. As Executive Director, I focused on solidifying overall strategy, strengthening the management team, revitalizing the organizing and advocacy functions, moving the staff team towards high-performance, and ensuring the implementation of effective financial systems. Examples of my work include:

* Designed, planned and led the process through which our clients, external partners, board and staff worked together to develop the organization’s first real and evidence-based strategic plan.
* Reestablished Open Communities’ organizing and advocacy function—recruiting an exceptional senior organizer to lead it—and leveraged the function to expand our footprint.
* Recruited a talented management team, and enabled the graceful exits of former management team members who decided that they did not wish to adapt to our new operational vision.
* Led program redesign and planning processes aimed at maximizing the impact of our work.
* Recruited a talented specialist to lead the finance function.
* Redesigned the flow of information to our board to better support their governance and ambassador functions, greatly improving the relevance and clarity of that information.
* Shepherded the organization through two temporary but demanding cash-flow crises.

**Luna Consulting & Coaching**, Greater Chicago and the Midwest **10/14 to 3/16**

***Principal Consultant***

I used my extensive experience as a consultant and coach to help social justice organizations develop and execute their strategic plans, develop and strengthen their leaders, and deal constructively with intra-organizational conflict. Representative clients included the Multicultural Behavioral Health Advocacy Commission (Oak Park, IL), Access of West Michigan (food justice and poverty), Health Net of West Michigan (connecting vulnerable populations to health care and social services), the Grand Rapids African American Health Institute, Urban Roots (food justice), and the Association for the Blind and Visually Impaired.

**Mercy Health Saint Mary’s**, (now Trinity Health Saint Mary’s – Grand Rapids) **1/08 to 9/14**

***Vice President, Health Equity***

Designed and led the efforts of this West Michigan health care provider (a member of Trinity Health) to achieve Health Equity for its patients, eliminate disparities, and attain excellence in delivering culturally competent care. The approaches that I took merged the goal of improving patient outcomes and organizational performance with the goal of social justice. Building on a foundation of high-quality patient data, I employed both upstream and downstream strategies, grounding these strategies in evidence-based practices and linking them to other critical organizational initiatives. Examples of my work include:

* As an upstream strategy, leading a community collaborative that sought to influence public policies that shape the social determinants of health in the under-resourced neighborhoods in which our patients lived.
* As a downstream strategy, identifying and addressing disparities for African Americans and Latinxs in regard to key quality indicators, among both our patient and employee populations.
* As a linking strategy, building robust interfaces between Saint Mary’s Health Equity initiatives and its Population Health Management and Community Benefits Ministry initiatives.
* As a foundational strategy, institutionalizing quality control methods for patient data on ethnicity, race and preferred language, aligned with best practice and OMB standards.

I reported directly to the CEO, served as a member of the Senior Leadership Team, and exercised decision-making authority over an operating budget in excess of $1 million. Note: Saint Mary’s serves patients from a multi-county area centered on Kent County. It averages 1 million outpatient visits and 60,000 emergency department visits per year. Its parent company, Trinity Health, is the second largest Catholic health system in the nation.

To maximize my ability to lead Health Equity initiatives and to lead in the healthcare space generally, I have been strongly committed to learning. My learning experiences—covering areas such as Health Equity, public policy solutions, evidence-based practices, and healthcare leadership—include:

* Graduate Certificate Program in Ethnic and Rural Health Disparities (Department of Public Health, Brody School of Medicine, East Carolina University)
* Graduate Certificate Program in Policy Analysis (Department of Political Science, University of North Dakota)
* The Disparities Leadership Program (Massachusetts General Hospital)
* Teamed with John Collins, Jr., MD, Saint Mary’s Chief Quality Officer, for this one-year program
* Our program project was one of four to earn a faculty award
* Shaping Policy for Health: Training Program for Health Policy and Environmental Change (Directors of Health Promotion and Education)
* Population Health: The Road to Transformation (selected as a participant in the Development Test edition; American College of Healthcare Executives)
* Social Epidemiology (Mailman School of Public Health, Columbia University)
* Public Health – A Curriculum of the Public Health Institute
* Patient Navigation, Howard P. Freeman Patient Navigation Institute
* The Executive Healthcare Leadership Program (ACHE)
* The Advanced Leadership Program in Healthcare Mission and Ministry, Trinity Health and the Aquinas Institute of Theology
* Hospital Trustee Training Program, Institute for Diversity in Health Management, American Hospital Association.

**The Thomson Corporation** (now Thomson Reuters) **10/05 to 12/07**

Stamford, Connecticut

***Vice President, Global Inclusion***

Served as subject matter expert on inclusion strategy, best practices and issues for this $8 billion provider of information-based digital solutions for professional service markets; company had 25,000 employees in the U.S. and an additional 15,000 globally. Advised all Thomson business units, and the corporation as a whole, on the likely efficacy, feasibility and implementation of proposed inclusion initiatives and projects.

* Built a comprehensive, on-line internal web site that made expert, substantive and strategic advice on inclusion easily accessible throughout the corporation.
* Originated a method for applying Strategic Workforce Planning analysis to inclusion strategy.
* Created “Table Stakes Analysis,” a method of identifying “must do” inclusion initiatives.

**Luna Consulting & Coaching**, Chicago, Illinois **1/01 to 9/05**

***Principal Consultant***

Operated a consulting and coaching practice focused on strategic planning (especially for organizations serving under-served communities), nonprofit management (board issues, leadership-staff issues, and intra-staff issues), cultural competence and leadership development.

* Designed and facilitated a strategic planning retreat for the board of a community-based ethnic arts center, helping it to secure a key multi-million-dollar grant.
* Mentored the designers and facilitators of nation-wide meetings of social change leaders sponsored by the Ford Foundation.
* Designed and facilitated a strategic planning retreat for a large coalition of organizations serving the Latinx community of Washington, DC.
* Designed and facilitated critical board retreats for an international ethnic arts organization.
* Coached the top executive of a community agency serving Asian Americans in Washington, DC as she strategically repositioned her agency for a competitive market.
* Designed and facilitated a process through which Illinois mental health leaders developed an initiative to improve cultural competency throughout the state system.
* Designed and conducted a facilitator training program for a prominent social justice organization.
* Trained department heads of the Oregon Health Sciences University on inclusion skills.
* Consulted to a leading immigration advocacy group (New York City) on staff inclusion issues.
* Trained mid-level leaders of color at Verizon and Schering-Plough in leadership skills.

**Unicom Corporation** (now Exelon Corporation) **10/97 to 12/00**

Chicago, Illinois

***Director of Inclusion*** (9/98 to 12/00)

Completely revamped Unicom’s effort to use the multi-dimensional makeup of its 16,000 employees to maximize business results and competitive advantage.

* Focused the company on improving key systems, and established leadership accountability for the strategic workforce inclusion initiative.
* Directed the development of corporate & business unit goals, and designed methods for measurement, evaluation & executive oversight.
* Advised the CEO and the presidents of the major business units on emerging inclusion issues.
* Led a team of four with an operating budget of approximately $1 million.

***Senior Organizational Development Consultant*** (10/97 to 8/98)

Designed and facilitated strategic planning processes for leadership teams focused on improving productivity and efficiency within one of Unicom’s major power generation divisions.

* Shaped and guided a team of leaders that completely revamped the work planning processes used throughout Commonwealth Edison’s power plants. These revamped processes played a significant part in obtaining a higher purchase price when those plants were later sold.
* Designed and piloted an innovative inclusion workshop that senior leaders enthusiastically endorsed and made the basis for a division-wide initiative.

**Latino Institute**, Chicago, Illinois **5/88 to 9/97**

***Director of Leadership & Organizational Development*** (10/91 to 9/97)

As part of this nonprofit organization, founded and led a unit that provided a wide range of organizational and management consulting services to other nonprofits, including strategic planning and organizational reengineering. Coached client boards, executive directors and senior managers in the areas of governance, change management and effective leadership. Frequently assisted clients with board issues, leadership-staff issues, and intra-staff issues.

* Grew a small training unit into a leading provider of organizational and management consulting services for organizations serving Chicago’s Latinx community.
* Greatly expanded the unit’s client base and shifted its revenue sources from 100% grants-based to 100% fee-for-service.

***Director of Advocacy*** (5/88 to 4/92)

Developed and implemented public policy strategies impacting the Latinx community in the areas of education, immigration, economic development and healthcare. Researched advocacy positions, testified before legislative bodies, negotiated with government units, and interacted with the media. Served as advisor to several members of the Chicago Board of Education, and as a member of the Blue-Ribbon Advisory Committee on School Desegregation.

* Led a community coalition that marketed participation in the U.S. census to historically undercounted groups, ultimately resulting in the allocation of several billion dollars in additional government funds to Chicago neighborhoods.
* As Advocacy Chair of the Citywide Coalition for School Reform, facilitated the collaborative process through which its public policy agenda was developed.
* Partnered with development professionals to resource the work of my unit and of the organization as a whole. Heavily involved in all stages of the development process, from formulating initial concepts, through writing proposals, to evaluating and reporting on initiatives. Heavily involved in developing relationships with funders.
* Oversaw initiatives in which funds were distributed to community-based organizations. Designed the application, selection, reporting and evaluation processes for these initiatives.

**Business & Professional People for the Public Interest (BPI)**, Chicago, Illinois **5/87 to 4/88**

***Lead Attorney, Latino Community Project***

For this public interest law center, researched and recommended an approach that culminated in a major expansion of housing available to low-income Latinxs living in Chicago ($70 million in new low-income housing subsidies). Raised 100% of the funds that supported this work.

**Education**

**JD**, University of Chicago

**GradCert**, Ethnic and Rural Health Disparities; Department of Public Health, Brody School of Medicine, East Carolina University

* Coursework included African American Health, Ethnic and Rural Health, Global Public Health, and Behavioral Science & Health Education
* Capstone project title: *The challenge of childhood obesity in a predominantly Hispanic school and neighborhood: ‘Solving the problem’ requires a focus on policy makers and policy-making that parallels the focus on neighborhoods, families, and children.*

**Certificate**, Disparities Leadership Program; Disparities Solution Center at Massachusetts General Hospital (in association with Harvard Medical School)

* An intensive year-long program aimed at preparing a nationwide cohort of health care leaders to achieve equity in a time of healthcare transformation by equipping us with the knowledge, tools, and strategies needed to address disparities and deliver high-value, quality care to all.
* Capstone project--*Disparities in key quality indicators: Demonstrating disparities work and its potential contributions to critical Initiatives*--was awarded a faculty prize.

**GradCert**, Policy Analysis; Department of Political Science, University of North Dakota

* Coursework included Political and Public Policy Analysis, Problems in State and Local Government, Federal Legislative and Executive Processes, Health Policy (audited), and Research Methods for Public Policy.
* Sample paper title: *Was 9/11 a focusing event for federal immigration policy?*

**MBA**, Liautaud School of Business, University of Illinois at Chicago

* Concentrations in Finance and E-Commerce, with significant work in Entrepreneurship (departments/programs ranked 19th, 11th and 3rd nationally during enrollment)
* Class respondent at commencement

**BA**, Psychology, with honors, University of Illinois at Chicago

**Certificates** (partial list)

* Understanding and Analyzing Systemic Racism, Crossroads Antiracism Organizing & Training
* Race, Gender & Class, NTL Institute for Applied Behavioral Science
* Assessing & Measuring Inclusion Initiatives, NTL Institute
* Effective Partnership-Men & Women Working Together, NTL Institute
* Organizational Development Theory & Practice, NTL Institute
* Organizational Diagnosis and Design, NTL Institute
* Consulting Theory & Practice, NTL Institute
* Training Design, NTL Institute
* Organization and Systems Development in International Contexts, Institut fur Gestaltoriente Organisationberatung (Frankfurt, Germany) and the Gestalt Institute of Cleveland
* Mediation Skills Training (40 hours), Center for Conflict Resolution
* Basic Restorative Practices, International Institute for Restorative Practices

**Professional Associations**

* American Public Health Association (APHA)
* Directors of Health Promotion and Education (DHPE; associate member)
* National Association of County and City Health Officials (NACCHO; affiliate member)
* National Association of Latino Healthcare Executives (NALHE)
* American College of Healthcare Executives (ACHE)

**Board and Volunteer Service** (partial list)

* The Regional Health Equity Council (RHEC) for HHS Region V (National Partnership for Action to End Health Disparities); Chair, 2015-2016
* The National Association for Latino Healthcare Executives (NALHE), an organization that champions the health of Latinx communities and empowers Latinx healthcare leaders; Board President, 2014 and 2015; Immediate Past President, 2016
* The Health Equity Council of Southeast Michigan, an organization that focuses on health equity issues among the LGBTQAI+ community; ally and member of the Systemic Change Committee
* Partners for a Racism-Free Community (PRFC), an organization that works towards racial equality and justice throughout the west Michigan region; Board President, 2015-2016
* Blue Ribbon Advisory Task Force to the Desegregation Committee of the Chicago Board of Education (this was a three-member task force)
* Citywide Coalition for School Reform (Chicago); Chair, Advocacy Committee
* Since 2004, I have led volunteer teams of professionals who served as staff for Group Relations learning events. These are intense, experiential, four-day leadership development workshops. As director of these events, I recruit and lead the staff, managing these professionals as we do demanding work under difficult circumstances.

**Recent Faculty Service and Presentations**

* Presenter, 2019 Annual Leadership Summit, National Association of Latino Healthcare Executives. Session title: “Poverty: A policy challenge needing Healthcare’s voice”.
* Presenter, Congress on Healthcare Leadership, American College of Healthcare Executives (ACHE):
  + 2016: “Inclusion in healthcare leadership: Strategies for success”
  + 2015: “Population Health: Is it possible for diverse communities?”
  + 2014: "The Affordable Care Act and communities of color"
* Faculty, Latino Leadership Development Program, Ferris State University (Grand Rapids, MI), 2013-2015. I taught the core leadership track.
* Faculty, Advanced Leadership Program, Center for Community Leadership (Grand Rapids, MI), 2011-2014. Session title: "Leading from the Inside Out".
* Presenter, 2014 International Conference on Healthcare Leadership, ACHE, Southeast Texas Chapter. Session title: “Will group collaboration increase and sustain diversity in healthcare management?”