

**BRENDA COLEMAN-BEATTIE**  
**2Thrive4 Founder and Principal Strategist**

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**PROFESSIONAL EXPERIENCE**

- 2004-present 2Thrive4 LLC, Austin, TX  
**Founder + Principal Strategist**  
Provide strategy development and analysis services to public and private sector organizations and individuals. Services include serving as an interim executive officer, facilitation, and board development and training. A sampling of past and current client services includes the following:
- Business coach to four companies
  - Career coach for ten professionals
  - CEO – for a Texas-based behavioral healthcare plan
  - Facilitator for board retreats; consultant to boards regarding the recruitment and retention of diverse board members
  - Emcee for events with audiences ranging from 200-600 people
- 2001-2004 Lower Colorado River Authority (LCRA), Austin, TX  
**Assistant Chief Operating Officer**  
Member of the Executive Management team, who led strategic internal reviews and processes that were designed to keep LCRA operating smoothly. Served as senior advisor on strategic planning, financial, energy and organizational topics for an energy, water and community services utility with a \$1 billion budget
- Managed over 30 board meeting agenda processes, led agenda briefings for the CEO and board executive committee for a 15 member board, which is appointed by the Texas Governor and approved by the state senate
  - Initiated the creation or revision of over 15 board policies and procedures
  - Successfully performed 3 internal reviews for program or business continuation
  - Provided strategy and decision support to 4 deputy general managers
- 2000-2001 **Independent Consultant (National)** Austin, TX
- Performed managed behavioral healthcare, business development, and organization start-up and turn-around consultation services for eight clients throughout the United States.
- 1999-2000 EduCare Community Living Corp. (merged with ResCare 6/99) Austin, TX  
**Director – New Business Development**
- Initiated and provided strategic direction for growth and development activities, including analyses of mergers and acquisitions (M and A), for \$800 million publicly traded long-term care and mental healthcare provider.
- 1996-1999 Value Behavioral Health now ValueOptions, Falls Church, VA  
**Vice President, Public Sector Programs**  
Was responsible for business development and responding to request for proposals for 10 western states and counties for a \$600 million privately held administrator of behavioral healthcare programs.
- Led the request for proposal response team, which resulted in a contract award from the state for the Dallas NorthSTAR \$43 million managed behavioral health carve-out pilot. Developed the contract negotiation strategies and led the team during negotiations
  - Key member of core team responsible for \$510 million three-year contract award from the State of Arizona

## Coleman-Beattie Resume

- 1994-1996 ComCare, Phoenix, AZ  
**Vice President, Support Services**  
Member of the Executive Management Team that performed the first successful turn-around of the Maricopa County behavioral health care system. Managed four senior staff with 50 employees including the following areas of responsibility: finance and budget, accounting, information technology, human resources, procurement, and facilities management for \$175 million regional managed behavioral healthcare organization.
- Eliminated \$7.2 million deficit within 12 months and established an audited \$18 million net asset balance within a two-year period
  - Developed capitation rates for proposal submission to the State of Arizona, and participated in due diligence and strategic alliance processes
  - Obtained \$40 million letter of credit after establishing money center banking relationship
- 1993-1994 City of Seattle, Seattle, WA  
**Acting CFO** (declined Mayor's appointment become CFO to accept VP position with Comcare)  
Recruited as a member of the first non-elected professional management team. Provided financial management and technical leadership to Mayor, City Council, city staff, and four utilities. Managed \$438 million electric utility and \$130 million water utility debt issues.
- Key team member responsible for the successful reversal of a Standard and Poor's water utility downgrade
  - Initiated and guided the development of utility financial policies with the Mayor, City Council and staff, and Wall Street rating agencies
  - Salvaged \$13 million information technology investment
- 1987-1993 Lower Colorado River Authority (LCRA, Austin, TX)  
**Funds Manager**  
Managed \$300 million investment portfolio and overall financial services for 44 wholesale electric customers. Provided technical support for eight short and long-term municipal debt issues totaling \$1 billion, including interest rate swap, three commercial paper series, adjustable rate program, and escrow restructuring.
- Increased annual interest income by \$1/2 million by revamping investment strategies, policies, and operating procedures.

Prior work experience includes having been a licensed stockbroker (i.e., account executive) with Dean Witter Reynolds (Morgan Stanley) and the securities coordinator for the Texas State Treasury (now the Office of the Comptroller). Previously, Brenda also had a professional and personal involvement in international economics and politics and worked on the Brazil desk at the U.S. State Department.

### EDUCATION AND TRAINING

- M.A., Latin American Studies, 1984, University of Texas at Austin, Austin, Texas
- B.A., International Relations, 1981, Drake University, Des Moines, Iowa
- Hardware, software, and technology literate and proficient
- Conversational Spanish and Portuguese

## PROFESSIONAL AND CIVIC ACTIVITIES

### **Travis County Health Care District Board Manager**, April 2009 to present

- Appointed by Travis County Commissioners

### **Texas Council for Developmental Disabilities**

- Reappointed by the Governor and named Board Chair (December 2008- present)
- Elected Board Vice Chair (Feb. 2008 – Dec. 2008)
- Chair, Project Development Committee (2006 to 2008)
- Gubernatorial Appointee, Board Member (2002- present)

### **Breast Cancer Resource Centers of Texas**, Board member 2007-present

- Governance/Nominating Committee/Executive Search Committee

### **The Austin Project**, Board member 2007 to present

### **Zachary Scott Theatre Center**, Emeritus Board member 2006 to present

- Board member 1989-1992, 1997

### **John D. and Catherine T. MacArthur Foundation**

- Member, Network on Mental Health Policy Research (1999 to 2009)

### **University of Texas - Austin, School of Social Work**

- Advisory Council Member (2004 to present)

### **Austin Travis County Mental Health Mental Retardation Center**

- 2008 State Representative Garnet F. Coleman (no relation) Eternal Flame Award
- 2006 Richard E. Hopkins Torch Award – Family Member

### **New Milestones Foundation (Mental Health Advocacy) 2004 Champion Award**

- Outstanding Volunteer

### **National Alliance on Mental Illness (NAMI)**

- NAMI member, 1993- present
- NAMI Austin President, 2003-2004
- NAMI Texas Board member, 2002-2004

### **Leadership Texas**

- Graduate – Class of 1990

*Born and raised in Chicago, Brenda lives with her husband in Austin Texas, is a member of Greater Mt. Zion Baptist Church, and has been a member of Alpha Kappa Alpha Sorority since 1979.*