

BRENDA COLEMAN-BEATTIE

CAREER PROFILE

- Demonstrated capacity for leadership, strategic thinking, and decision-making including operational oversight.
- Senior level management in critical executive functions as CEO, COO, and CFO with successful profit and loss (P&L) and operational outcomes in various industries.
- Extensive private and public sector experience in the areas of financial management, strategic planning, health care management, business development, procurement, talent management, IT planning.
- Experienced in fast-paced, high-pressure startup, turn-around, and transformation environments managing complex matters and timelines in various geographic locations throughout the U.S.
- Effective and sought after meeting and project facilitator, emcee, and invited speaker at over 75 national, state, and local conferences

PROFESSIONAL EXPERIENCE

2004-present 2Thrive4 LLC, Austin, TX

Strategist

Provide strategy development and analysis services to public and private sector organizations and individuals. A sampling of past and current client services includes the following:

- Business/strategy coach for companies
- Career coach for professionals
- Performance management dashboard development
- CEO – for a Texas-based behavioral healthcare plan
- Gubernatorial appointment to chair 27 member statewide board
- Developed content for a financial and policy resource guide
- Facilitator for board retreats, emcee for events

2001-2004 Lower Colorado River Authority (LCRA), Austin, TX

Assistant Chief Operating Officer of a public power utility company

Member of the Executive Management team who led strategic internal reviews and processes 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 for a health care service provider

- 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 ValueOptions (formerly Value Behavioral Health), Falls Church, VA
Vice President, Public Sector Programs for Managed Behavioral Healthcare
 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
- 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, University of Texas at Austin, Austin, Texas
- B.A., International Relations, Drake University, Des Moines, Iowa
- Technology literate (hardware, software proficient including social media)
- Conversational Spanish and Portuguese

PROFESSIONAL AND CIVIC ACTIVITIES

Central Health Plan (formerly Travis County Health Care District) Board Manager, April 2009 to present)

- Appointed 2012 board treasurer and Finance Committee chair
- Reappointed to full four-year term (October 2010)

Austin Travis County Integral Care (ATCIC and formerly known as the Austin Travis County Mental Health Mental Retardation Center) Board Member, February 2011 to present

- Chair of the Planning and Operations Committee
- Board Liaison to New Milestones Foundation Board

University of Texas - Austin, School of Social Work

- Elected Vice Chair – April 2011
- Advisory Council Member (2004 to present)

National Alliance on Mental Illness (NAMI)

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