

QADIRA HARRIS

Milwaukee, WI

EDUCATION

B.A. Journalism: Marquette University

M.A. Journalism & Mass Communication: UW-Milwaukee

CURRENT PROFESSIONAL EXPERIENCE

AARP

Director, Community Outreach

A highly visible role responsible for the development and implementation of AARP's community presence strategy in a defined region as well as directing community engagement activities with staff and volunteers.

- Expand the organization's reputation and visibility among key stakeholders including community and business leaders, elected officials and multicultural audiences.
- Create partnerships with non-profits and businesses to advance the organization's social impact priorities
- Recruit, train and manage volunteers including a 14-member leadership advisory team
- Represent the organization at community events and serve as a media spokesperson

PREVIOUS PROFESSIONAL EXPERIENCE

ALLSTATE INSURANCE COMPANY

Lead Consultant-Corporate Social Responsibility

Developed enterprise-wide strategies for the Foundation's social impact programs in domestic violence and economic empowerment and inclusion that advanced Allstate's reputation and public awareness.

- Managed \$1M Financial Empowerment Fund and oversaw \$5M in grants for 14 Allstate regions
- Managed national partnerships with external groups including grant recipients and non-profits
- Led fundraising and public awareness strategy for domestic violence social impact program
- Served on cross-functional teams to coordinate work with media, marketing, communications and public affairs

CVS HEALTH

Manager, Community Relations

A highly visible role for the nation's largest pharmacy health care provider responsible for developing, directing, implementing and measuring all corporate giving, employee volunteerism, disaster relief grants and in-kind programs in a multi-state region defined as central across three business units: MinuteClinic, Pharmacy Benefit Management (PBM) and Retail Pharmacy

- Charged with creating meaningful and impactful giving programs that respond to local needs, increase visibility, align with business goals and objectives and drive brand reputation
- Created colleague engagement events and activities to support 50,000 employees
- Effectively managed relationships with business unit leaders and internal and external stakeholders to support business goals

MILWAUKEE CENTER FOR INDEPENDENCE (MCFI)

Director of Community Relations & External Affairs

A highly visible leadership role that brands four core service areas (Mental Health, Children's Services, Employment Services and Long Term Care and Therapies) to position the healthcare agency as a *Center of Excellence*

- Developed and enhanced agency partnerships and collaborations with internal and external stakeholders
- Oversaw the volunteer and internship programs including recruitment, placement and onboarding
- Represented agency on panel discussions and advisory boards to strengthen community partnerships

CURRENT PROFESSIONAL AFFILIATIONS

Women's Fund of Greater Milwaukee Board Member

Women's Fund of Greater Milwaukee Grants Advisory Committee Chair