

## Coaching Social and Emotional Skills in Youth Sports September 21, 2018

### BIOS

#### **DR. JENNIFER AGANS**

*Assistant Professor*

*Pennsylvania State University*

Dr. Jennifer Agans is an Assistant Professor in the Department of Recreation, Park, and Tourism Management at the Pennsylvania State University. Her research focuses on positive youth development within out-of-school time contexts, especially those involving physical activity such as sport and summer camps. Dr. Agans works closely with youth development practitioners, with past partners including Positive Coaching Alliance, New York State 4-H, and the American Youth Circus Organization. Through her research and collaboration with practitioners, Dr. Agans aims to bridge research and practice to support the positive development and health of youth.

#### **JENNIFER BROWN LERNER**

*Assistant Director for Policy and Partnerships*

*National Commission on Social, Emotional and Academic Development, The Aspen Institute*

Jennifer Brown Lerner manages the policy efforts of the National Commission on Social, Emotional, and Academic Development. She is also responsible for developing partnerships on behalf of the Commission's efforts. Previously, Jennifer served as the Deputy Director of the American Youth Policy Forum, where she managing the organization's work on a wide range of issues that ensure all students graduate ready to succeed in college and careers. Prior to joining AYPF, Jennifer worked as a classroom teacher and communications officer for a number of schools in the Boston area. Her career began supporting the creation of a Summerbridge (now Breakthrough Collaborative) site in Atlanta, Georgia. Jennifer received her BA from the University of Pennsylvania and her MA from Teachers College, Columbia University

#### **PAUL CACCAMO**

*Founder & CEO*

*Up2Us Sports*

Paul Caccamo is a 30-year veteran of the non-profit sector and one of the founders of the Sports-Based Youth Development Movement. He has helped to establish numerous nonprofits that focus on youth development, social-emotional learning, sports and physical activity, and education. He lectures and writes on the impact of sports on youth and community development. He has worked at Mt. Sinai Adolescent Health Center, Children's Aid Society and served as the first COO of KaBOOM! where he led the organization's first playground builds. He founded the America SCORES national office in 1999 and Up2Us Sports in 2009. He received his Master's Degree in Public Policy from the John F. Kennedy School of Government at Harvard University and his Bachelor's Degree at Georgetown University's Edmund Walsh School of Foreign Service. Paul has received numerous academic awards and citations for leadership, including one of Harvard's most prestigious graduate awards for innovation in the design of social service programs.

**DR. JAMES COMER**

***Maurice Falk Professor in the Child Study Center; Associate Dean for Student Affairs  
School of Medicine, Yale University School of Medicine***

Dr. James P. Comer is the Maurice Falk Professor of Child Psychiatry at the Yale University School of Medicine's Child Study Center in New Haven, Connecticut. He is known nationally and internationally for his creation of the Comer School Development Program in 1968. This teamwork concept promotes the collaboration of parents, educators and community to improve student development that, in turn, helps them achieve greater academic and overall school success.

Dr. Comer's pioneering work in school restructuring has been featured in numerous newspaper, magazine and television reports and has been published in many academic journals. He is a co-founder and past president of the Black Psychiatrists of America. He has been a consultant to the Children's Television Workshop and has devoted his efforts to numerous local and national organizations serving children.

He is the author of ten books, including *Maggie's American Dream* and *Leave No Child Behind* and the recipient of many honors and awards, including forty-seven honorary degrees. In 2014 President Barack Obama appointed Dr. Comer to the President's Commission on Educational Excellence for African Americans.

**ELIZABETH CUSHING**

***President***

***Playworks***

Elizabeth Cushing, president, has been with Playworks for 13 years and has taken on ever-increasing responsibility in strategic growth planning, development, foundation relations, communications, and spearheading Playworks' partnership with the Robert Wood Johnson Foundation to achieve scale. Elizabeth has more than 20 years of nonprofit management experience with youth development and children-serving organizations. As president, Elizabeth leads the senior management team and is responsible for ensuring that all strategic targets are met across the organization.

**JOSEPH EHRMANN**

***Co-Founder***

***InSideOut Initiative***

Joe played professional football for 13 years and was named a Baltimore Colts Man of the Year. He was the NFL's first Ed Block Courage Award Recipient, and named "The Most Important Coach in America" by Parade Magazine. The Institute for International Sport chose him as one of The Most Influential Sports Educators in America and his revolutionary concepts of transformational coaching are the subject of his book, *InSideOut Coaching: How Sports Can Transform Lives*. Joe is also the subject of New York Times best-seller *Season of Life: A Football Star, a Boy, A Journey to Manhood*. Among many other awards, the Baltimore Business Journal selected him as the Renaissance Person of the Decade for his dedication and commitment to Baltimore City. He was the Frederick Douglas National Man of the Year award recipient for empowering youth to prevent rape and other forms of male violence. Joe is co-founder of the NFL Foundation-funded InSideOut Initiative aimed at implementing education-based athletics that are co-curricular, character-based and led by transformational coaching. Yet, Joe's greatest accomplishments are his four children, Ali, Esther, Barney, Joey, and his adorable grandchildren, Murphy, Beau and Dolly.

**TOM FARREY**

*Executive Director*

*Sports & Society Program, The Aspen Institute*

Tom is a pioneering journalist, analyst and social entrepreneur whose leadership has created breakthrough opportunities for stakeholders throughout the sport and health sectors. He also is author of the influential book, *Game On: The All-American Race to Make Champions of Our Children*.

He founded the Aspen Institute's Sports & Society Program, the mission of which is to convene leaders, facilitate dialogue and inspire solutions that help sport serve the public interest. Two years later, in 2013, he launched Project Play, an initiative that provides stakeholders with tools to build healthy communities through sports.

Tom's work as a journalist has been recognized among the nation's best and most innovative. He left the Seattle Times to join the internet startup Starwave in 1996, helping develop, as deputy editor, the website that later became ESPN.com. In 1998, he became the first ESPN reporter to conceptualize and deliver cross-platform enterprise reports. His ESPN contributions over 21 years helped build the reputation of the television show Outside the Lines, winning many national honors, including two Emmys, a 2013 Edward R. Murrow Award, and a 2014 Alfred I. duPont/Columbia University Award – ESPN's first. His reports also appeared on SportsCenter, E:60, ABC's World News Tonight, Good Morning America, and This Week with George Stephanopolous.

At the Aspen Institute and ESPN, Tom has explored the connections between sport and the largest themes in society, including education, globalization, technology, race, and ethics. He is best known for advancing dialogue around college and youth sports, with The Nation writing in 2017 that Tom "has done more than any reporter in the country to educate all of us about the professionalization of youth sports."

**DR. WADE GILBERT**

*Professor*

*California State University, Fresno*

Dr. Wade Gilbert is an internationally renowned coaching consultant and sport scientist, as well as an award-winning professor in the Department of Kinesiology at California State University, Fresno. Gilbert holds degrees in physical education, human kinetics, and education and has taught and studied coaching at the University of Ottawa (Canada), UCLA, and Fresno State. Gilbert has been involved in sport and coaching his entire life. His experience as a competitive multi-sport athlete and coach across a variety of sports fuels his passion for helping coaches and sport organizations enhance the quality of coaching and coach development. Gilbert has conducted coaching workshops around the world spanning all competitive levels and in just about every sport imaginable. In addition to authoring the highly acclaimed book *Coaching Better Every Season* and over 100 scientific publications, he was the lead author for the USOC Quality Coaching Framework and also serves as Editor-in-Chief of the International Sport Coaching Journal. Recent recognitions of his contributions to the field include the inaugural Fresno State Talks Discovery Lecture, the Kristen Marie Gould Endowed Lecture on Sport for Children and Youth at Michigan State University, and the Cal Botterill Legacy Lecture at the University of Winnipeg.

**YESENIA GORBEA**

**Senior Program Specialist**  
**Futures Without Violence**

As the Senior Program Specialist on the Public Education Campaigns & Programs team, Yesenia works on developing national violence prevention campaigns that engage a variety of audiences including youth, men and boys, educators, and managing Futures Without Violence's cornerstone program Coaching Boys Into Men. Yesenia's expertise lies in creating programming that deepens public engagement, harnessing the power of campaign messaging and momentum into sustainable social norm change. Prior to FUTURES, Yesenia worked at the New York City Anti-Violence Project (AVP), where she provided crisis intervention, counseling, and advocacy services to LGBTQH survivors.

**DR. DAN GOULD**

**Professor & Director**  
**Institute for the Study of Youth Sports, Michigan State University**

Dr. Daniel Gould is the Director of the Institute for the Study of Youth Sports at Michigan State University and a Professor in the Department of Kinesiology. Dan has studied the stress-athletic performance relationship, sources of athletic stress, stress and burnout in young athletes, the psychology of coaching, and athletic talent development. His current research focuses on youth leadership development, characteristics of Generation Z young athletes, and how coaches teach life skills to young athletes. Dan has secured numerous external grants to support his research and educational efforts from such organizations as the US Olympic Committee, the US Tennis Association, NFL Charities, the National Wrestling Coaches Association, USA Swimming, US Skiing, and USA Wrestling. Dan has over 200 scholarly publications and has been invited to speak on sport psychology topics in over 30 countries. He has co-authored, *Foundations of Sport and Exercise Psychology* (with Bob Weinberg), the most widely used textbook in sport and exercise psychology, *Understanding Psychological Preparation for Sport: Theory and Practice of Elite Performers* (with Lew Hardy and Graham Jones), the *USTA Mental Skills and Drills Handbook* (with Larry Lauer, Paul Lubbers and Mark Kovacs) and *Sport Psychology for Young Athletes* (with Camilla Knight and Chris Harwood).

**DR. NOELLE HURD**

**Scully Family Discovery Associate Professor in Psychology**  
**University of Virginia**

Dr. Noelle Hurd's research agenda has primarily focused on the promotion of healthy adolescent development among marginalized youth. Specifically, her work has focused on identifying opportunities to build on pre-existing strengths in youths' lives, such as supportive intergenerational relationships. Using a resilience framework, she has assessed the potential of nonparental adults to serve as resources to marginalized youth, and she has investigated the processes through which these relationships affect a variety of youth outcomes (e.g., psychological distress, health-risk behaviors, academic achievement). Currently, she is investigating the role of contextual factors in promoting or deterring the formation of intergenerational relationships and shaping the nature of interactions between marginalized youth and the adults in their communities. She also is further examining the mechanisms that drive the promotive effects of natural mentoring relationships and developing an intervention focused on enhancing positive intergenerational relationships between adolescents and the nonparental adults in their everyday lives. She runs the Promoting Healthy Adolescent Development (PHAD) Lab at the University of Virginia. She is a current William T. Grant Scholar and a Spencer/National Academy of Education Postdoctoral Fellow. In 2015, she was recognized as a Rising Star by the Association for Psychological Science. In 2017, she

received the Outstanding Professor Award from the UVA Department of Psychology. Her research is currently funded by the William T. Grant Foundation, the Institute of Education Sciences, and the National Science Foundation.

**DR. STEPHANIE JONES**

***Professor of Education***

***Graduate School of Education, Harvard University***

Dr. Stephanie Jones' research, anchored in prevention science, focuses on the effects of poverty and exposure to violence on children and youth's social, emotional, and behavioral development. Over the last ten years her work has focused on both evaluation research addressing the impact of preschool and elementary focused social-emotional learning interventions on behavioral and academic outcomes and classroom practices; as well as new curriculum development, implementation, and testing. Jones is a recipient of the Grawemeyer Award in Education for her work with Zigler and Walter Gilliam on *A Vision for Universal Preschool Education* (Cambridge University Press, 2006) and a recipient of the *Joseph E. Zins Early-Career Distinguished Contribution Award for Action Research in Social and Emotional Learning*. Jones' research portfolio emphasizes the importance of conducting rigorous scientific research, including program evaluation, that also results in accessible content for early and middle childhood practitioners and policymakers. Her developmental and experimental research investigates the causes and consequences of social-emotional problems and competencies; strategies for altering the pathways that shape children's social-emotional development; and programs, interventions, and pedagogy that foster social-emotional competencies among children, adults, and environments. Her policy-driven research with colleague Nonie Lesaux focuses on the challenge of simultaneously expanding and improving the quality of early childhood education, at scale (*The Leading Edge of Early Childhood Education*, Harvard Education Press, 2016).

Jones serves on numerous national advisory boards and expert consultant groups related to social-emotional development and child and family anti-poverty policies, including the National Boards of Parents as Teachers and Engaging Schools. She consults to program developers, including Sesame Street, and has conducted numerous evaluations of programs and early education efforts, including Reading, Writing, Respect and Resolution, Resolving Conflict Creatively, SECURE, and the Head Start CARES initiative. Across projects and initiatives, Jones maintains a commitment to supporting the alignment of preK-3 curricula and instructional practices.

**JENNIFER KAHN**

***Research Manager***

***EASEL Lab, Harvard Graduate School of Education***

Jennifer Kahn is a Research Manager at the EASEL Lab at the Harvard Graduate School of Education where she manages a complex social and emotional learning lab with many diverse projects that work to translate research into practice. Kahn has worked in the field of social and emotional learning for the past seven years. Her recent work has focused on understanding and identifying key features of social and emotional learning curricula through an analysis of leading programs. She also recently co-authored a report on the evidence base for SEL with the National Commission on Social, Emotional, and Academic Development.

**DOUG KARR**

*President & CEO*

*Character.org*

Doug Karr is President & CEO of Character.org, helping to infuse a culture of character in sports, schools, and communities throughout the world. He has more than 25 years of successful business leadership and community-building experience.

Before joining Character.org, Doug spent ten years with non-profit groups focused on building strong communities and helping the disenfranchised. A social and business entrepreneur, he also led several successful start-ups, including a non-profit 501c3 in the DC metropolitan area as well as a for-profit consulting firm that helped incubate and grow new ventures and small businesses. Doug began his career in healthcare and has held leadership positions at world-class universities and teaching hospitals as well as with private-sector business and information management firms. In 2001, he co-founded and led American Teleradiology Nighthawks (now Nighthawk Radiology Services (NASDAQ:NHWK), which was a pioneer in the telemedicine field.

Doug completed his undergraduate studies in Business and Psychology at Virginia Tech where he was also a swimmer. He received his Masters from the Bloomberg School of Public Health at Hopkins. Doug and his wife Dana have been married for over 25 years and they have four young children who are passionate learners and avid athletes.

**LYNNE LEE**

*Executive Vice President*

*Coaching Corps*

Lynne Lee is the Executive Vice President of Coaching Corps, a nonprofit that believes every child needs a caring and consistent adult outside the home who guides them to believe in and become their best selves. Coaching Corps enlists volunteers as sports coaches with afterschool programs serving low-income communities and then trains and supports them to serve as mentors and role models while fostering social-emotional and character development skills critical to success in school and in life. Coaching Corps coaches work with 30,000 kids a year throughout California, in Baltimore, Boston, Orlando and Atlanta. She has led the organization to scale, providing over 150,000 youth with a trained volunteer coach. Lynne's focus at Coaching Corps encompasses strategic operations, expanding partnerships and innovating new program practices.

Lynne came to Coaching Corps with extensive experience in social norm change, public education strategy, program development, and advertising. Previously, Lynne served as Senior Vice President at Futures Without Violence where she created the "Coaching Boys into Men" campaign. Before that, Lynne worked at Saatchi and Saatchi Advertising and developed public service campaigns for the Ad Council in New York. Lynne enjoys playing volleyball and traveling with her husband and two daughters, Sophie and Naomi.

**DR. JOHN MCCARTHY**

*Director*

*Institute for Athletic Coach Education, Boston University Wheelock School of Education*

Dr. McCarthy is the Director of the Boston University Athletic Coach Education Institute. He is a clinical associate professor in BU Wheelock School of Education and oversees the Coaching Specialization in

Counseling and Applied Human Development program. His area of engaged scholarly work includes trauma-informed, culturally-relevant coach development and positive youth development through physical activity. He is a strong advocate for designing socially just sport systems that are equitable, diverse and inclusive. His recently co-authored book is entitled: *Re-Designing Youth Sport: Change the Game* McCarthy, Bergholz and Bartlett (2016).

#### **WAYNE MOSS**

##### ***Executive Director***

##### ***National Council of Youth Sports***

Wayne B. Moss was appointed Executive Director, National Council of Youth Sports (NCYS) on July 1, 2018. The NCYS membership serves more than 60,000,000 youth registered in organized sports programs. As the largest known youth-serving organization in America, NCYS advocates for a quality sports experience by promoting the value of participation through trusted leadership and quality education.

Moss served as Senior Director, Sports, Fitness & Recreation for Boys & Girls Clubs of America (BGCA) for 15 years. He was responsible for a range of programs and was a subject matter expert on health and wellness issues.

Moss joined BGCA as Director, Program Planning in June 2003. He was responsible for a variety of program planning and assessment efforts. He was promoted to his previous position in April 2005. Prior to joining BGCA, Moss served as the Director for the Cleveland (Ohio) and DeKalb County Georgia Recreation Divisions. His experience also includes front office capacities with the Detroit Lions and the Baltimore Orioles.

Moss also served as Chairman of the United States Olympic Committee's Multi-Sport Organization Council. He holds a Master's in Sports Administration & Facility Management from Ohio University and a Bachelor's in Journalism from Howard University.

#### **LAUREN PUZEN**

##### ***Strategic Partnership Manager***

##### ***Alliance for a Healthier Generation***

Lauren's passion for children's health began at the University of Scranton, where she received her bachelor's in Exercise Science. After her formative experience in the Jesuit Volunteer Corps working with teens experiencing homelessness, Lauren has dedicated her career to addressing childhood adversity in the fields of social services, education, youth development. With a goal of developing systemic approaches, she studied management and planning for non-profit organizations, and public health programming and evaluation, while completing her Masters of Social Work and Masters of Public Health at Temple University. Lauren spent the next five years as an Out-of-School Time Program Specialist at the Public Health Management Corporation and then as the Healthy Out-of-School Time Manager at Healthier Generation, providing professional development, program planning, and capacity building for cross-sector professionals to reduce childhood obesity in partnership with the Philadelphia Department of Public Health. Lauren's strategic and futuristic attitude to align the fields of social services and public health suits her well as the Strategic Partnership Manager. Pursuing national partnerships with experts in the fields of social emotional health and chronic health conditions fills her days with possibility for a future where all children have the opportunity to live healthy and happy lives.

**JODY REDMAN**

***Co-Founder***

***InSideOut Initiative***

A nationally recognized facilitator and speaker, Jody Redman is a former collegiate basketball player and has served as a teacher, coach, Athletic Director, Administrator at both the high school and collegiate levels. As Associate Director for the Minnesota State High School League (MSHSL) Jody oversees Minnesota's education program for 500 member high schools that includes a professional development program, continuing education requirement and ongoing support and outreach. Her leadership skills and passion for education-based-athletics led her to develop an extensive curriculum called WHY WE PLAY, intended to redirect the focus of the win-at-all-costs sports culture. She is also co-founder of the InSideOut Initiative funded by the NFL Foundation to reclaim the purpose of sport as an integral component of education in American schools. Jody has developed and supported two national health and safety initiatives; Coaching For Change, addressing cultural norms and expectations of youth as it relates to identity, sexual harassment and sexual violence and Anyone Can Save A Life, a program that assists schools in establishing emergency action plans. Among many other responsibilities, Jody also serves on the National Federation of High Schools Strategic Planning and Coaches Education Committee. She is the proud mother of Macee and Carter.

**DR. ALLIE RILEY**

***Senior Vice President, Programming and Education***

***Girls on the Run International***

Allison Riley, PhD, MSW, serves as the Senior Vice President of Programming and Evaluation for Girls on the Run International. After beginning her career as a mental health counselor working with girls in a residential treatment facility, she was drawn to strategies and programs that prioritize positive youth development. In particular, she believes in the pivotal role that sports and physical activity can play in youth development when contexts are intentionally designed. Dr. Riley earned her PhD in social work with a specialization in positive youth development in social settings from Ohio State University (OSU). She holds a Master's degree in social work with a concentration in clinical practices with children and youth from OSU, a Master's degree in kinesiology from Purdue University and a B.A. in psychology from the University of Virginia. With over ten years of experience designing, implementing and evaluating physical activity-based positive youth development programs, she now oversees the development and evaluation of programming and training at Girls on the Run to ensure maximum impact.

**SUZANNE SILLETT**

***Director of Education and Quality***

***Coaching Corps***

Suzanne serves as Director of Education and Quality at Coaching Corps, a nonprofit that believes every child needs a caring and consistent adult outside the home who guides them to believe in and become their best selves. She is responsible for ensuring coaches are trained to create an environment where young people feel safe and supported while developing their sports, character and social-emotional skills. Prior to joining Coaching Corps, Suzanne directed the sports and wellness programs at Community Bridges Beacon in San Francisco. She has coached at Marist College, San Francisco State University and many clubs and high schools. She has also represented the U.S. Soccer Foundation as a national trainer. Suzanne earned her Master of Science from San Francisco State University and received her bachelor's degree at the University of California, Davis.



**DR. ASHLYN SMITH**

***Senior Manager, Research and Evaluation  
Special Olympics International***

Ashlyn Smith is Senior Manager of Research and Evaluation at Special Olympics. She has a primary role in the evaluation of both health and non-health programs including Unified Champion Schools, Young Athletes, and global youth engagement activities. She also supports strategic planning and agenda-setting for the larger research and evaluation team. She has over 10 years of experience conducting research with individuals with disabilities and their families in both academic and non-profit settings. She earned her Ph.D. from Georgia State University and her BA from the University of North Carolina-Chapel Hill. Her graduate and post-doctoral research was focused on how parents and siblings experience having a child with a disability. She has a special interest in families of children who do not use speech as their primary form of communication. In that regard, she also provided Augmentative and Alternative Communication (AAC) support for children with intellectual and developmental disabilities by utilizing a naturalistic parent-coaching model helping parents implement AAC supports themselves.

**RICHARD TAGLE**

***CEO***

***Andy Roddick Foundation***

An accidental sociologist, Richard was on his way to becoming an investment banker when a class on International Agencies perked his curiosity about how organizations behave, grow, and change social structures and relationships. He shifted courses and found himself holding a graduate degree in Applied Sociology and Social Policy. Forget about investment banking; he wanted to change the world.

The degree, and his experience in nonprofit work for almost three decades now, equipped him to look at data, history, social dynamics, and emerging trends to create strategies for sustainable growth and long-lasting impact. And he has done exactly that for all the organizations in which he has played a leadership role.

He has been at the forefront of health and education work that benefit children: from building school-based health centers in the mid-90s to developing curriculum and academic standards in the early 2000s to building out-of-school time supports at present. He has done grassroots outreach, program development and design, policy development and advocacy, led organizations to grow and scale, and raised millions of dollars to initiate, evaluate, and sustain children and family-centered initiatives.

**JIM THOMPSON**

***CEO & Founder***

***Positive Coaching Alliance***

Jim Thompson started PCA at Stanford University in 1998 to create a movement to transform the culture of youth sports into a Development Zone- with the goal to develop Better Athletes, Better People. PCA has helped lead a sea change in public awareness that positive coaching is the key to get the best out of youth athletes (everyone, really!) and help them become a Triple-Impact Competitor® who elevates self, teammates and the game. PCA has 18 Chapters across the U.S. and does more than 3,000 live workshops annually for more than 1,000 youth sports organizations and partnerships with Major League Baseball and the NBA.

Jim received an MBA from Stanford where he was Director of the Public Management Program, named during his tenure as the nation's top non-profit business management program. He has written nine books including: *The Double-Goal Coach*, *Elevating Your Game* and *The Positive Sport Parent*.

An Ashoka fellow, Jim is on Stanford's Continuing Studies Program faculty where he teaches courses in coaching, leadership, and sport & spirituality. Jim and his wife, Sandra Hietala, are founding board members of Recovery Café San José, a healing community for homeless individuals with mental illness and drug abuse issues.

**JEFFREY YORK**

***Vice President of Consumer Research***

***The First Tee***

Jeff York is Vice President of Consumer Research at The First Tee where he is responsible for coordinating all Consumer Insight Research for The First Tee and its affiliate network. York leads the research team who helps the organization understand the attitudes, lifestyles and behaviors of our target audience to inform business strategies. York is also responsible for conducting research for all business units, including marketing, press, digital and revenue generators. In addition, he tracks the relevancy of The First Tee brand and its affiliates among kids (and families) and provides key insights about golf, its competitors, and the overall relationship of the sport to our target audience. Prior to joining The First Tee, York has sat on many sides of the desk throughout his 25-year career in Media/Market Research and Consumer Insights. Jeff joins The First Tee from Nickelodeon where he was Vice President of Audience Research. Based in Nickelodeon's Chicago office for 12 years, York was responsible for leading the research efforts for the Midwest Ad Sales and Marketing teams in Chicago, Detroit, and Minneapolis. Jeff's passion for Kids and Family research helped take Nickelodeon beyond the data by conveying the importance of telling consumer stories that play a key role in forming long-term client relationships. An expert in both quantifying and qualifying the value of audiences in a manner that appeals to advertisers, Jeff has spoken at many industry research events and presented to major CPG, Retail, and QSR brands throughout the Midwest.

**NINA ZENNI**

***Program Officer***

***Susan Crown Exchange***

Nina Zenni is the Program Officer at SCE, where she supports the advancement of strategic grantmaking for digital learning and social and emotional learning. She has extensive experience across the nonprofit sector, working in foundation grantmaking, corporate social responsibility, youth development, direct social service, and case management.

Prior to joining SCE, Nina worked at the John S. and James L. Knight Foundation in Miami, FL for the journalism and media innovation departments, managing a portfolio of nonprofits, social startups and civic innovators building digital and technological solutions for more informed and engaged communities. She also managed the Knight News Challenge, the department's largest grantmaking competition, funding projects in civic tech, library innovation, democracy, elections, and open data.

Nina has also worked as a private nonprofit consultant, developing and managing grant competition programs, and conducting comprehensive landscape analysis reports for more impactful and effective philanthropy. She holds a Bachelor of Science in social work from New York University.