



## 2023 CHEAC Annual Meeting Workshop Session Biographies

### Using Salesforce to Forecast Funding Streams and Manage Agreements

#### **Joel Ginsberg, JD, MBA, Senior Departmental Administrative Analyst**

Joel Ginsberg has diverse experience related to health care policy and service delivery. After completing his JD/MBA from UC Berkeley, he worked for Senator Edward Kennedy on the 1990 Americans With Disabilities and Ryan White CARE bills. He went on to hold appointed political positions in the Clinton Administration, including stints at USIA, INS, and the White House. He then turned to management consulting, working first for Arthur Andersen and then CompassPoint Nonprofit Services. He next served as Executive Director of the Gay and Lesbian Medical Association, a national organization that promoted consensus within the health care system that LGBTQ populations should be treated like other populations that experience health disparities. While in this role, he also served on a Joint Commission Expert Panel which was developing standards for culturally competent care and patient centered communications. He also co-chaired the Policy Committee and served on the Steering Committee of the Commission to End Health Care Disparities, a project of the American Medical Association. He has worked for social services and health services agencies in both Alameda and Santa Cruz Counties, including working for homelessness services programs in both counties, serving as a legislative aide to Alameda County Supervisor Wilma Chan, and staffing Alameda County's age friendly process. His technology experience includes overseeing several software selection and implementation processes and working as a business analyst for Salesforce implementations for nonprofit social services agencies. In his current role, he manages a large COVID grant, works on strategic initiatives, and served as Planning Chief of the Department Operations Center (DOC) for the County's COVID response. Joel lives with his 14-year-old son near Mendocino, on California's northern coast.

#### **Megan Holland, MBA, Administrative Services Manager**

For more than 17 years, Megan Holland has worked in administration and management of small to large nonprofit organizations in the arts, healthcare, and higher education sectors as well as in private industry. For the past four years, she has served as the Administrative Services Manager for Santa Cruz County's Public Health Division, where she also served as Chief of the Fiscal Section of the Health Services Agency Department Operations Center (DOC) during the COVID-19 response. Her areas of expertise include budgets, process and procedures, contracting, human resources, and facilities management. Megan enjoys helping improve the business side of Public Health for smooth, efficient, and transparent operations. Megan earned an MBA from the University of Illinois with a goal of using her skills to infuse business principles into the nonprofit and government sectors in order to achieve excellence in service to the public. Outside of the office, Megan's hobbies include singing and performing. She is a movie buff and loves folklore and stories of all kinds, written or performed, and enjoys spending time with her family eating pizza and binging on Netflix.

**Brian Stevenson, MA, Principal Architect**

Brian has spent the last 24 years solving complex business problems for the public and private sectors. He is passionate about helping organizations improve their effectiveness with creativity, collaboration, and continuous improvement. Brian earned a BS from Liberty University and a Master of Organization Development from Bowling Green State University. Brian is a 9x Salesforce Certified Architect. Outside of the office, Brian enjoys outdoor adventures such as hiking and kayaking with his wife and dog.