

# Denise “Dede” de Percin

Nonprofit CEO

**Strategic Advocacy | Progressive Leadership | Nonprofit Executive**

Award winning, forward-thinking nonprofit strategist with 20 years in senior management building successful nonprofit organizations and programs to effect social change. An exceptional nonprofit leader with the rare ability to anticipate and leverage opportunities and challenges for organizational success. Proven expertise in strategic thinking, nonprofit operations, capacity development, and cause impact.

Passionate about systems change, building programs, sustainability, social justice, and cross-sector collaboration. Demonstrated success in representing and advocating for issues and constituents through policy, regulatory, community and legislative change. Experienced with both grantseeking and grantmaking.

## Experience

**Executive Director, Mile High Health Alliance** 2016 - present

- Hired as first executive director to lead new coalition of diverse stakeholders committed to improving health and access to care of under-resourced residents of the city and county of Denver.
- Worked with members, partners, and stakeholders to achieve *Access to Care* goals in the Denver's first Community Health Improvement Plan.
- Managed a broad coalition of 23 organizations and their board representatives to make progress on a common agenda.
- Spearheaded research and efforts to advance health equity by addressing social and economic barriers to health including immigration status and housing.
- Served as a judge for the Prime Health Challenge, a competition that selects and develops start-ups from the health digital/tech center.

**Consultant - Nonprofit Outreach and Recruitment, Colorado Impact Days** 2015 - 2016

- Conducted outreach and recruitment to nonprofit organizations to educate them about impact investing and encourage them to submit proposal ideas for the first-ever impact finance “marketplace.”
- Reviewed applications of potential projects; with the selection committee chose finalists, and provided assistance to projects through development and presentation.

**Director, Colorado River Program, Western Conservation Foundation** 2014 - 2015

- Developed and implemented strategies to advance defined policy and political goals to preserve and protect the Colorado River throughout CO, AZ, NM, and NV.
- Identified and developed relevant new voices and constituencies to influence decision-makers considering policies affecting the Colorado River.
- Managed \$3.2 million grant portfolio to achieve program outcomes.
- Managed consultants and grantees across six states to achieve organizational goals.
- Engaged in creative advocacy to persuade decision-makers on policy affecting Colorado River.

**Executive Director, Colorado Consumer Health Initiative** 2006 - 2013

- Spearheaded organizational strategic planning process to establish mission focus, sustainability and program success, resulting in an influential, powerhouse agency that won significant legislative and policy victories.
- Managed development and execution of successful two social media campaigns that changed

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the framework of public narrative on federal health reform.

- Provided briefings for U.S Congressional staff; organized strategies and provided testimony for hearings before city councils, county commissions, and state legislatures.
- Managed diverse coalition of 50 member organizations and gained consensus on key policy and advocacy goals.
- Built productive relationships with ally organizations through collaboration and re-granting in order to add capacity to the advocacy community.
- Grew nonprofit over 7 years from 5 to 10 FTE and increased budget from \$550k to \$1M.
- Integrated advocacy and policy strategies into unified health system change campaigns.

**Executive Director, Colorado Anti-Violence Program**

2001 - 2005

- Spun off and led a successful statewide nonprofit agency, securing start-up funding and creating initial strategic plan.
- Led legislative and policy advocacy, training, cultural competence, anti-bullying, and direct services activities.
- Formed partnerships with allied mainstream organizations to increase their cultural awareness and capacity to serve the LGBTQ community.
- Researched, wrote and managed grants for federal, state, and private funding.

**Anti-Violence Program Director, Equality Colorado**

1998 – 2001

- Established curricula on LGBT hate violence, intimate partner violence, and sexual violence for a wide range of groups, including direct service providers, human service organizations, and law enforcement agencies.
- As director of the state LGBT anti-violence program, coordinated much of the community and media response to high-profile murders, including Matthew Shepard and Fred Martinez.

**Business Director of Alternative Fuels and Sustainability, Public Technology, Inc.**

1989 - 1992

- Managed \$500k of federally funded applied research, demonstration, and technology grants for 24 projects with local governments.
- Provided oversight, technical assistance and outcome evaluation for grantees.
- Worked with steering committee to establish priority areas for funding.
- Created a public/private match program to develop entrepreneurial nonprofit projects by leveraging private sector resources.

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## Selected Education, Training, Conferences

**Masters of Nonprofit Management**, Regis University, 2014

**BA in History of Science**, Cornell University, 1982

Center for Creative Leadership – El Pomar Non-Profit Executive Leadership Program, 2013

Brookings Institute, Washington, DC – Roundtable on implementation of new Affordable Care Act health insurance marketplaces, 2012

Rockwood Leadership Training Intensive, 2009

National Multi-Cultural Institute – Training of Trainers

Additional training in first aid, outdoor leadership, mental health first aid, non-violent civil disobedience, white water rescue.

## Selected Awards and Recognition

**Innovation Award** from the Colorado Nonprofit Development Center, 2017

**“Thanks Obamacare” and “Got Insurance” social media campaigns:** numerous awards including Colorado Healthcare Communicators, American Association of Political Consultants, PR Daily, (2013, 2014)

**Profiled in 5280 Magazine** - Denver’s “brightest and most outspoken” leaders, 2013

**Consumer Advocate of the Year Award** - Families USA, 2013

**Professional Women of the Year** - Colorado Business Council, 2004

**Social Justice Award** - Colorado Coalition Against Sexual Assault, 2004

**Community Advocate Award** - Denver Domestic Violence Task Force, 2004

**Community Builder Award** - Colorado Stonewall Democrats, 2003

**GLBT Most Valuable People** - *Outfront Colorado*, 2003

**7 Who Make a Difference** - *Jackson Hole Guide*, 1997

**National Energy Commendation** - Energy Task Force of the Urban Consortium, 1991

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## Selected Professional Affiliations and Leadership

**Community Advisory Council**, Hospital Transformation Program, 2019 - present

**Program Improvement Advisory Council for the Regional Accountable Entities**, Region 5 and State Representative; served on the Provider and Community Experience Subcommittee, 2018 - present

**Core Team**, Be Healthy Denver, 2016 - 2018

**Leadership Team**, Colorado Network of Health Alliances, 2016 - 2018

**Board Member, Audit and Finance Committee**, Colorado Regional Health Information Organization (CORHIO), 2009–2013

**Member** (Gubernatorial Appointment), Division of Insurance – Consumer Insurance Council, 2006 – 2012

**Colorado Consumer Representative**, National Association of Insurance Commissioners, 2006 – 2010

**State Representative** (Colorado), Equality Federation, 2004

**Board Member**, Colorado Coalition Against Domestic Violence, 2000–2003

**Founding Board Member**, National Coalition of Anti-Violence Programs, 1999 – 2003

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## Selected Community Service

**Arkansas Headwaters Recreation Area – Citizen Task Force**, Private Boater Representative, 2019 - present

**Citizen Oversight Board – Nominating Committee**, Office of the Independent Monitor 2019 - present

**Volunteer Tutor**, University of Denver Bridge Project, 2015 – 2020

**Board Member, Secretary**, Colorado Whitewater Association, 2007 – 2011

**Advisory Committee**, Denver Office of Human Rights and Community Relations, 2007 – 2009

**Member, Vice-Chair**, Denver GLBT Commission, 2004–2009 (Appointed by Mayor Hickenlooper)

**State Representative** (Wyoming), Equality Federation, 1996 - 1998

**Special Program Advisor**, Wyoming HIV/AIDS Community Planning Council, 1996-1998