

# PRESENTER BIOS

---



## **Lisa Waddell, MD, MPH**

### **Chief Medical Officer, CDC Foundation**

**Dr. Lisa F. Waddell** is the chief medical officer for the CDC Foundation, an independent nonprofit and the sole entity created by Congress to mobilize philanthropic and private-sector resources to support the Centers for Disease Control and Prevention's critical health protection work. Waddell reports to Dr. Judith Monroe, president and CEO of the CDC Foundation.

As chief medical officer (CMO), Waddell manages the Foundation's COVID-19 response efforts, including directing the team of senior advisors, who are providing support to health departments across the nation, and the COVID-19 Corps surge staff hired as part of the response. Waddell serves on the Foundation's executive team.

Before joining the CDC Foundation in 2020, Waddell held leadership roles for the March of Dimes, where she served as deputy chief medical and health officer and the senior vice president for Maternal and Child Health Impact nationwide. Prior to the March of Dimes, Waddell worked with the Association of State and Territorial Health Officials as chief of community health and prevention. Before this role, she served as deputy commissioner for Health Services for the South Carolina Department of Health and Environmental Control, the state's public health agency. In addition to these roles, Waddell served as a local public health director for a four-county district in South Carolina and as the deputy public health director/medical director in Richmond, VA.

Waddell is a leader in public health as a preventive medicine and public health physician with over 28 years of local, state and national public health leadership experience. She has a passion for public health and is committed to promoting and protecting the health of populations. She has a particular interest in addressing the needs of vulnerable populations, needs of moms and babies, and those with disparate health outcomes.

Waddell received her doctor of medicine from the Medical College of Virginia and a bachelor's in biology from the University of Virginia. She completed her residency in preventive medicine/public health from the Medical College of Virginia, and she received her master's in public health from the University of North Carolina at Chapel Hill. She is a graduate of the National Public Health Leadership Institute. She is a member of several professional organizations including the American College of Preventive Medicine, the American Public Health Association, the National Medical Association and the South Carolina Public Health Association.

# PRESENTER BIOS

---



## **Susan Watson, MPH**

### **Director, Together Toward Health & CA4Health**

Susan Watson, MPH, has expertise in leading large-scale efforts with both community and institution participation across California. She brings over 25 years of experience in public health, including 13 years at PHI. In addition to directing a number of programs at PHI, she also serves as the program representative on PHI's Board of Directors. Ms. Watson has led programs funded by the Centers for Disease Control and Prevention, DHHS, The California Endowment, The Health Trust, and Patient-Centered Outcomes Research Institute (PCORI). During her work on PHI's Community Transformation Grant, CA4Health statewide community of practice, and as a member of the Committee for California's Health (TCE's Equity Awards committee) she has developed relationships with local health departments and community-based organizations across California, including in small and rural counties. Prior to joining PHI, Ms. Watson worked at the California Department of Public Health's Sexually Transmitted Disease Control Branch and has continued to collaborate with CDPH on the California Wellness Plan Implementation Executive Committee and Prevention in the 21st Century efforts. Ms. Watson has prioritized working on issues related to equity, community health, and the elimination of racial and ethnic disparities throughout her public health tenure. She has master's in public health from the University of Michigan and a bachelor's degree from Stanford University.



## **Veronica Garibay-Gonzalez, MPA**

### **Co-founder and Co-Director, Leadership Counsel for Justice and Accountability**

Veronica Garibay-Gonzalez immigrated from Michoacan, Mexico, at a young age with her family. She grew up in the small farmworker city of Parlier in Fresno County. As a first-generation college student, Veronica attended the University of California, Santa Barbara, where she earned a Bachelor of Arts in both Psychology, and Law and Society. Upon graduation, Veronica joined the California Rural Legal Assistance, Inc.'s Community Equity Initiative as the program's first Community Worker. Veronica earned a Master of Public Administration from Fresno State. As co-founder and co-director of Leadership Counsel, Veronica leads the team in advocating for sound policy to ensure equal access to opportunity for all Californians.

# PRESENTER BIOS

---



## **Denise Smith, MBA, CHW, PN**

### **Founding Executive Director, National Association of Community Health Workers**

Denise Octavia Smith, MBA, CHW, PN is the founding Executive Director of the National Association of Community Health Workers. As a woman of African descent, a Community Health Worker, certified patient navigator and survivor of a rare chronic disease, Denise centers the expertise of communities that experience vulnerability and amplifies the roles of CHWs to strengthen public health capacity. In partnership with hundreds of CHWs, Denise led the historic intervention across CT to engage, educate and enroll 30,000 residents into the ACA Health Insurance Marketplace in 2013 and implemented the CT Equal Coverage Coalition from 2015-2019 to measure and improve health insurance literacy, health system navigation and simplify health insurance legislation.

Mrs. Smith is a Visiting Scholar at the Harvard Medical School Center for Primary Care, an Aspen Institute Healthy Communities Fellow, and a Robert Wood Johnson Culture of Health Leader. Denise collaborates on national initiatives to advance CHW leadership and roles in COVID-19 response and community recovery, pursue equity, and improve clinical and community integration to address the social determinants of health. She envisions a culture of health where individuals have self-determination and dignity, where communities meaningfully contribute to system design and governance and where societies eliminate structural barriers to well-being.



## **Fiorella Horna**

### **COVID-19 Latino Outreach Project Leader El Centro Hispano**

Fiorella Horna is an independent consultant and the owner of Fiorella Consulting and Training Services. Retired from 25+ years of County and State government service, she helps organizations and people grow their capacity to engage in building and sustaining equitable, self-reliant, culturally/racially unified, vibrant communities. She works part-time as a Grant Officer

# PRESENTER BIOS

---

with El Centro Hispano and under contract as the COVID-19 Latino Outreach Project Leader for the Triangle Area of North Carolina.

A proud mother, cultural broker, and community advocate, Fiorella is a native of Lima, Peru. She immigrated with her parents to New York City, where she resided and received her Bachelor of Health Sciences from Hunter College. In 1992, she moved to North Carolina where she expanded her work of building healthier, more inclusive communities through grassroots action and collaborative partnerships.

Throughout her career, Fiorella has worked to improve policies and systems that impact health and quality of life, foremost for underserved populations. She is an advocate for social change and of greater representation of ethnic/racial groups, new immigrants, and poor populations in decision-making, service delivery, and local economies. Fiorella has developed materials, co-authored book chapters, and trained on community engagement, leadership development, health promotion, the elimination of health disparities, preparedness and emergency response, coalition-building, cultural competence and other related topics.

In 2013, the Wake County Commissioners appointed her to the Wake County Human Services Board to help inform public health policy and is presently serving a second term. Governor Beverly Purdue appointed her to the Governor's Advisory Council for Hispanic/Latino Affairs in 2011 where she was Co-Chair. Fiorella was a board member for the North Carolina Justice Center (2006) and is active on several other task forces and committees. From 2005-2009, Fiorella was a Fellow for various state and national organizations; the National Rural Health Association and the Jim Bernstein Fellowship that promoted advancements and support of rural healthcare; the UNC Kenan-Flagler School Emerging Leaders in Public Health Fellowship that focused on public health leadership and preparedness; and the National Latino Arts and Culture Fellowship that focused on building leadership, business, and innovation in the arts.

In 2004, La Conexión, a local Spanish language newspaper, awarded her the "Community Impact" award for her contributions in health. She resides in Cary, North Carolina with her family where she is active in her community and church and enjoys the arts, travel, and fitness training.