

SERVICE to the CITIZENTM

Champions of Change



September 22, 2021

Honoring dedicated public servants and industry partners who transform government services to improve the lives of Americans.

Congratulations to the 2021 Service to the Citizen Award Winners!

Thank you for your service!

We honor our own

Tom Romeo

for his Lifetime Achievement Award,

Tom Naughton

and his team for their

Industry Award for Federal Health

COVID-19 Programs, and

Kelley Gilbert

for her award for CDC-INFO.



maximus.com/federal



Trust is at the heart of the public sector. The health and financial crisis has placed the importance of service delivery at the forefront. More importantly than ever, this has been the time that the government needs to deliver on its mission for public health, economic stability, and safety for families and communities. In addition, it has demonstrated the need for equitable, inclusive services to both internal and external customers. At the same time, moving to remote work for employees and contractors required the government to pivot quickly to deliver

digital first services. Governments at all levels have risen to the challenge to deliver these digital services.

Citizens interact, engage and transact with the government as a disaster survivor, parent, senior, small business owner, taxpayer, beneficiary or veteran at important times in their lives. Delivering equitable, inclusive services requires the integration of people, processes, technology and culture in partnership with industry. Improving the customer's experience is at the heart of mission delivery.

It is because of the dedicated efforts of public servants and their industry partners that the public has been able to obtain information and services which, in turn, builds trust and confidence in the government.

Thank you for attending this celebration.

Martha Dorris

Founder, Service to the Citizen Awards

Martha an Devris

We are CX. We are SENTURE.

For nearly 20 years, Senture has been redefining Citizen Experience in the Federal marketplace.

We don't dabble in CX.

IT'S ALL WE DO!

Channel of Choice Contact Center Automation & Innovation Leading Quality & Cost





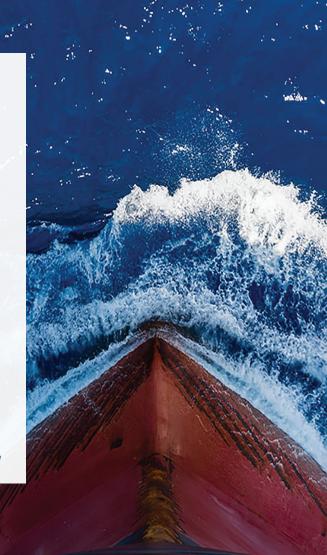
Congratulations,
STTC Award Winners!

Congratulations to all the 2021 Winners!

In times of challenge and uncertainty, this community is more important than ever. We are proud to be your partners in the people side of change as we make a difference in Americans' lives.



Together we move organizations from Reluctance to Results™



Welcome to the annual Service to the Citizen TM: Champions of Change Awards Program!

Welcome: Martha Dorris, Dorris Consulting International

National Anthem

Opening Remarks

Introductions and Presentation of Awards

Government Executive of the Year

Industry Executive of the Year

2021 Service to the Citizen™ Awards Recipients

Government Customer Experience Trailblazer

Rising Star of the Year

Lifetime Achievement Award

Closing Remarks

2021 Selection Committee

Alan Balutis

Managing Partner, APB Ltd.

Martha Dorris

Founder of DCI

Greg Giddens

Partner, Potomac Ridge Consulting, LLC

Frank McDonough

Author of Spring Training for the Major Leagues of Government

MaryAnn Monroe

Senior Director of Customer Experience, Maximus Federal

Jim Williams

Partner at Schambach & Williams Consulting, LLC

Bob Woods



Government Executive of the Year



Barbara C. Morton

Deputy Chief Veterans Experience Officer, Veterans Experience Office, Department of Veterans Affiars

Barbara C. Morton has served as the Deputy Chief Veteran Experience Officer at the Department of Veterans Affairs (VA) since July 2016. She is responsible for building a lasting customer experience capability at the VA and sharing best practices across other federal agencies.

Barbara's passion and persistence for driving customer experience as a core business discipline at VA began earlier in her career at VA while serving Veterans, their families,

caregivers and survivors at the Board of Veterans' Appeals. She experienced first-hand the opportunity VA public servants have to make the often-times difficult or confusing interactions with VA more positive for Veterans and their supporters. Years later when the opportunity arose to serve the cause of customer experience for Veterans and their supporters in a brand new Veterans Experience Office, she took it.

Barbara also served as the co-chair of the President's Management Agenda Cross-Agency Priority (CAP) goal with the Office of Management and Budget (OMB) where she amplified the importance of using customer experience practices across federal agencies to improve the delivery of their mission. She enjoys giving her time selflessly to any agency planning to build or mature a customer experience capability and shares her lessons learned from VA and the VEO CX journey.

Throughout this journey to improve the lives and experiences of Veterans and their supporters, she maintained her commitment to institutionalizing the Veterans Experience into the fabric of the VA. She has driven CX transformation at VA, which has included implementation of customer experience-focused agency priority goals; hardwiring CX principles into VA core values and regulations; architecting VA's first-ever CX strategy and agency-wide Directive; and including CX in performance plans of all senior executives, among many other initiatives. She has tirelessly championed CX at VA to embed it in the Department now and in the future, and she has partnered with CX practitioners across federal agencies to create the CX Cookbook to widely share these best practices.

In the past five years, as the constant career senior executive and a relentless CX champion at VA, Barbara and her team have supported the Department and its incredible public servants with CX data, tools, technology and engagement capabilities, and Veterans are feeling the difference ~ during this time, Veteran's trust in VA has increased by 23%, from 55% in 2015 to 78% in 2021. Many other programs were championed and implemented by Barbara and the VEO team in partnership with other organizations in VA, including the VA's Patient Experience Program; digital modernization strategies to align all the VA websites under a single front door on VA.gov; mapping the first-ever Employee Experience Journey at VA, as well as conducting human centered design research to support the Equity Executive Order and underserved populations, including Women Veterans and Tribal Veterans.

Barbara gives all credit to her team of amazing CX practitioners and advocates ~ both within VA and across sister agencies, non-profits and public sector ~ who together are grounded in the passion to serve a cause greater than themselves by delivering exceptional experiences to Veterans, their families, caregivers and survivors, and the public at large.

It is these characteristics and accomplishments that make Barbara C. Morton this year's government executive of the year.



Industry Executive of the Year



Leslie Stretch

Presdient & CEO, Medallia, Inc.

Leslie Stretch, President & CEO of Medallia, is being recognized as the Industry Executive of the Year for his leadership and support of Medallia's efforts to improve the government's delivery of services to its customers. As an immigrant and naturalized citizen, Leslie Stretch understands firsthand the impacts that the government can have on the lives of everyday Americans. Medallia is also enabling agencies to improve experiences to seniors, taxpayers, employees, and the public when accessing services from the US Postal Service, the US

General Services Administration (GSA), the Federal Emergency Management Agency (FEMA), the US Department of Agriculture (USDA) as well state governments.

The impact of Medallia's efforts is felt across a variety of agencies. Perhaps most notably from its partnership with the Department of Veterans Affairs (VA). The Veterans Signals (VSignals) program is underpinned by Medallia's technology. Not only is Medallia changing lives, but it is also saving them. Through the partnership with the VA, Medallia's artificial intelligence technology is identifying Veterans who indicate potential risk of self-harm and/or homelessness, and has led to early intervention for more than 3,000 Veterans in need. VA also increased the veteran's trust from 55% to 78% over the past several years.

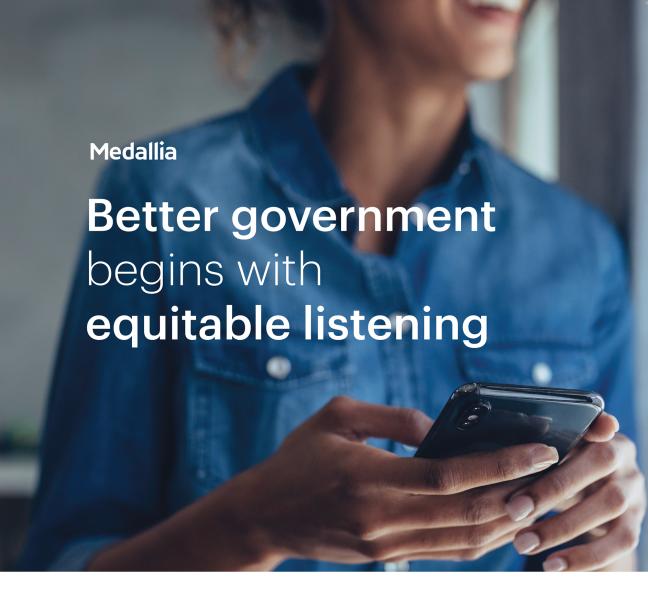
Medallia's has saved one independent federal agency \$700k by increasing first call resolutions while increasing the OSAT by 8 points in three quarters. This feat was accomplished through the supervisor's use of Medallia feedback data. Contact center supervisors who monitored feedback steadily increased the OSAT more than other agents over that 12 month period. The USDA, at the request of their Deputy Secretary, collected 49.5k responses in just days, with a 53% response rate against all their agency's employees on their feedback on returning to work. This data allows the agency to develop a plan that considers their employees and their health and safety. GSA's Technology Transformation Services can now understand in real-time social, survey, chat, and search- search is two sources and survey is two plus social is facebook and twitter.

The Medallia Public Sector Team has continuously demonstrated its dedication and commitment to partnering with federal agencies to improve their customers' experience. Over the past 18 months, Leslie committed funding to triple the Public Sector team, understanding that improving customer experience and citizens' trust in government is more critical now than ever. With 50+ individuals dedicated to the public sector, the team could pivot quickly and meet the government's most pressing needs - at both the federal and local levels.

Medallia has also invested heavily in meeting the needs of the public sector through investments in building an infrastructure to obtain FedRAMP certification and FedRAMP high. This accreditation will enable Medallia to further its ability to support even more critical experience engagements across the likes of the Department of Defense and Health and Human Services.

Leslie is proud of the work he and his team have done on behalf of Medallia, and he is a true dedicated public servant.

.... II 🐧 II



Imagine a future where all of our voices are heard, understood, and served with seamless Government experience delivered with empathy and passion, Medallia is the key to unlocking Democracy 2.0

medallia.com/government

Government CX Trailblazer



Rachel Flagg

Digital Strategist, Enterprise Digital Experience Team, Office of Customer Experience

U.S. General Services Administration

Rachel Flagg is being recognized for her decades of service to improving service to citizens. Rachel embodies outstanding service to citizens. For over 20 years, Rachel has been a leader and trailblazer in government customer experience (CX). She has consistently pushed the envelope to advocate for customers — federal employees and the public — to provide better, user-centered experiences. After DHS

activated emergency support for federal web and social communications to support the national response to COVID-19, as the co-chair of the Federal Web Council, Rachel played a crucial role in coordinating the federal government's public communications around COVID-19 response and recovery and ensuring the public benefited from more consistent web and social media communications related to the pandemic.

From her early federal career at HUD, her role grew from resolving IT issues for internal customers to working on the HUD website, leveraging human centered design and metrics to identify the top tasks of HUD customers to help them quickly and easily complete their tasks.

Rachel coordinated the first meeting to bring together web content managers across the federal government. As a founding member and first co-chair of the Web Content Managers Forum, Rachel recognized the need "for content managers, not techies, to get together to discuss web content and management issues facing the federal government." The forum helped agencies share how they were organizing their information, marketing their sites, and getting feedback from users. It also helped content managers make the case to managers inside their departments to see the value in serving citizens.

After moving to GSA, she continued her efforts to organize the web content managers community. She launched HowTo.gov, a website to help government workers use clear communication and innovative technology to deliver better service to citizens. This led to the eventual creation of Digital.gov, an ecosystem of 29 communities of practice, 100+ annual events, and several websites, including plainlanguage.gov and usability.gov.

After 21st Century IDEA became law in 2018, Rachel spearheaded GSA's efforts to modernize its websites and digital services. Rachel published a series of articles about 21st Century IDEA to help colleagues at GSA and other federal agencies understand and meet requirements. In coordination with OMB and the Federal Web Council, Rachel also developed a template for the annual report for 21st Century IDEA.

Rachel also shares her knowledge and expertise with colleagues across government. She also frequently mentors and serves as a role model for other federal employees — coaching them in customer experience, plain language, and content development. This work, especially mentoring new public servants, is cultivating a community of federal employees committed to our public customers and improving their experience on federal websites and digital services in the coming years and decades.

Rising Star of the Year



Kelly Conner

Public Affairs Specialist, Federal Bureau of Investigation,

Office of Public Affairs, Social Media Team

Kelly is being recognized for her extraordinary service serving as a Public Affairs Specialist at the Federal Bureau of Investigation in the Department of Justice. Kelly is the force behind the FBI's Twitter, Facebook, and Instagram accounts is Kelly Conner. As the FBI's primary social media manager, Kelly handles day-to-day social media content, crisis communications, and ad hoc

requests from the Bureau's headquarters divisions and 56 field offices.

Whether it's a missing child alert or a bombing on Christmas Day, Kelly works to make sure the public is informed about the FBI's work and has the information they need to protect themselves and their families. Kelly's social media content also solicits tips from the public to support our investigations. Her work plays a vital role in the mission of the FBI. Over the past year, Kelly has handled a number of changes with grace: moving into a new unit during the pandemic, the departure of the program's co-manager, and the addition of three new teammates.

These past few months, Kelly has been instrumental in sending out social media content related to the U.S. Capitol violence—getting timely information out on @FBI Twitter and Facebook about the individuals the FBI is seeking. This content asks that the public provide the FBI any information they have about the January 6 violence at the U.S. Capitol. It is one of the largest and most important investigations we've covered on social media. At times, this required Kelly to work late nights and 12+ hour days.

Additionally, Kelly has been vital in publishing information to the FBI's more than 5 million social media followers on COVID-19 pandemic-associated scams and crimes. Many of these posts led to high levels of engagement, demonstrating that this was information people were seeking out and sharing with friends and family.

Kelly puts the public first in all that she does. Her efforts undoubtedly help serve the FBI brand and teach the public about what we do, who we are, and how they can help us solve cases. Some of the content Kelly pushes out includes missing persons and wanted fugitives, historical information, breaking news, scams and safety—all information that the public may only ever see because they follow the FBI on social media.



Lifetime Achievement for Delivering Service to the Citizens



Tom RomeoGeneral Manager & President, Maximus Federal

Thomas Romeo is being recognized for 40 years of dedicated leadership, much of it in industry serving public sector customers. He is an enthusiastic champion of change and has a passion for service. During his time at Maximus, Tom has been an example of dedication to helping deliver better government services to citizens. His unique ability to build strong bridges between industry and government with his history of championing delivery excellence has made an impact on the industry partners and agencies that he has worked with. As

Maximus Federal grew over the past few years, Tom always advocated for better service to customers and to the citizens he and his team serve. He always led with patience, confidence and transparency. Tom's leadership epitomized high standards of customer-focused services with a compassionate and empathetic manner.

In parallel, Tom has also been an industry spokesperson and leader in creating programs and contracts with an outcomes focused approach. Creating contracts, programs and services based on the intended outcomes of the programs for the citizens they serve, is an innovative idea that Tom has long been an advocate for. Tom has championed this modern citizen focused approach to create lasting change for missions and the citizens they serve.

Many leaders come and go in this industry each year and many leaders make an impact on their respective businesses and in the community. Someone once said that "The real power of a leader is in the number of minds he can reach, hearts he can touch, souls he can move, and lives he can change." During this past year, due to COVID-19 Tom's leadership was exemplary, steadfast, and sometimes even had life changing impact and efforts with service to citizens during this unprecedented time in our nation. Whether his teams were responding to citizens and healthcare teams with urgent calls and questions at the Center for Disease Control (CDC), delivering COVID test results at the HHS Test Result Center, supporting the Internal Revenue Service's customer care centers, supporting the mission of Center for Medicare and Medicaid's citizen health insurance mission, helping students and families with the status of Federal Student Aid loans, the mission of servicing citizens during these uncertain times was at the front burner for Tom.

Tom was an early trailblazer in his career around citizen services and in this Federal market exemplifying a leader focused mindset for delivering better services to citizens. He is that champion of change that has positively impacted his customers and their agencies, the citizens of our nation and the thousands of employees that he leads. He has created a history and successful career with demonstrable achievements that this Service to Citizen award is built on. "The most powerful leadership tool you have is your own example" John Wooden.

Tom's commitment to excellence in the delivery of services that impacts not only the public's lives but those lives of his employees and an impact on the community and the next generation.



Digital Experiences that Put People First

Adobe's trusted and proven enterprise solutions enable next-generation digital government. We change the game on how to design, anticipate, and deliver rapidly adaptable experiences across web, mobile, and any endpoint. Adobe solutions focus on driving insight and action to the constituent, service member and first responder.

Learn more at adobe.com/industries/government.html



U.S. Department of Agriculture

Implementation of Robotic Process Automation to Improve Efficiency & Customer Experience

Bajinder Paul - Deputy Chief Information Officer

U.S. Department of Commerce

United States Census Bureau - 2020 Census

Stephen L. Buckner - Former Assistant Director for Digital Marketing and Strategic Communications

U.S. Consumer Protection Safety Commission

Small Business Ombudsmen Office

Will Cusey - Special Assistant

Liz Erdman - Special Assistant

U.S. Department of Education

Federal Student Aid

Vandna Wendy Bhagat - Director Product Marketing and Delivery

U.S. General Services Administration

IT Modernization Centers of Excellence

Bridget Fields - Innovation Adoption Lead

Federal Risk and Authorization Management Program (FedRAMP)

Ryan Hoesing - FedRAMP Customer Service Manager

Federal Risk and Authorization Management Program (FedRAMP)

Betsy Steele - Training and Outreach Manager

Plain Language Action and Information Network (PLAIN)

Katherine Spivey - Director of Plain Language Login.gov

Julia Elman - Security Experience Lead

U.S. Department of Health and Human Services

Office of the Secretary Broadcast Communications Team

Michael Wilker - Director, Broadcast Communications

Samuel Nix - Studio Manager / Chief Engineer

Karen Foster - Program Manager

Morgan Courbois - Production Coorindator

Charles Capehart - Video Engineer

Michael Peizer - Studio Camera and Lighting

John Roberts - Studio Audio and Camera

Joshua Wiegmann - Media IT Manager

Sara Brownlee - Non-linear Editor



Capgemini Congeminations Government Solutions



Capgemini offers congratulations to all Service to the Citizen Award winners and recognizes their commitment to public service.

Steven Hamberg - *Sr. Video Producer* **Eric Humpert -** *Motion Graphics and Video Editor*

Office of the Chief Information Officer

Kevin M. Duvall - Chief Data Officer, Acting

Tiberius Program

Deacon Maddox - Chief of Operations

National Institutes of Health - (NCATS-N3C)

Sam Michael - Chief of Operations

Centers for Disease Control and Prevention (CDC-INFO)

Brad Myers - Director, CDC's Division of Communication Services

Nancy Lindsey - IT Business Specialist

Rachel Ciccarone - Co-Branch Chief

Marcia Victor - Co-Branch Chief

Kelley Gilbert - Senior Program Manager, Maximus Federal

Department of Homeland Security

Federal Emergency Management Agency (FEMA)
Individual Assistance Office of Strategy and Innovation

Michael Windle - Customer Experience Team Lead

United States Citizenship and Immigration Services (USCIS) Digitization of H-1B Application

Bianca Fitzpatrick - Acting Deputy Chief of Digital Services

Vashon Citizen - Chief of Digital Services

JeNeil Teel - Product Manager

Kimberly Hughes - Product Manager

Katie McGuire - Product Manager

Dawn Stephens - IT Specialist

Wendy DeLapp - IT Specialist

Kristal Lightning - Product Manager

Ciro Parascandola - Program Analyst

Andrea Freiberger - Policy Analyst

Richard Collins - Immigration Services Officers

Robert Cox - Counsel

Adijatu Abiose - Counsel

Nicole Nicklaw - Adjucations Officer

Ebony Turner - Community Relations Officer

Sarah Lowman - Community Relations Officer

Stephen Skordinski - IT Specialist

Kerstin A. Jager - OP&S, Management and Program Analyst

Todd Schuerhoff - Development Lead

Gilbert McManus - IT Specialist

qualtrics[™]

Customer experience.

Employee experience.

FedRAMP security.

Learn more by visiting qualtrics.com/government

Transporatation Security Administration (TSA)

Customer Service Branch (CSB), Civil Rights & Liberties, Ombudsman and Traveler Engagement (CRL/OTE)

Niki French - Branch Manager
Patrick Dunn - Program Analyst
Shavina Wright - Program Analyst
Kristin Andrade - Program Analyst
Edith Vaisey - Program Analyst

Colin Burns - Program Analyst

Tamisha Shinholt - Program Analyst

Cybersecurity and Infrastructure Security Agency (CISA)

Quality Service Management Office

Kyle Parks - Service Manager

U.S. Department of Housing and Urban Development Fair Housing and Equal Opportunity

Office of Policy & Legislative Initiatives Division

Steven "Shep" Sherpherd - Special Assistant

Tara Waterlander - Program Analyst

Lena Albibi - Program Analyst

Dylan Hayden - Program Analyst

Joseph J. Carroll - Program Analyst

Megan Nibley - Equal Opportunity Specialist

Michael Brown - Equal Opportunity Specialist

Carly Bernardini - Equal Opportunity Specialist

National Aeronatuics and Space Administration

NASA Marshall Space Flight Center - SERVIR

Daniel Irwin - NASA SERVIR Global Program Manager

Enviornmental Protection Agency Office of Water

Benita Best-Wong - Deputy Assistant Administrator

Department of Labor

Office of Disability Employment Policy

Jennifer C. Sheehy - Deputy Assistant Secretary

Office of the Chief Information Officer

Cyrus McCormick - Deputy Assistant Secretary





On behalf of the entire NuAxis family,

Congratulations to all of the **2021 Service to the Citizen**

Award Recipients!



We are so excited to see awardees being recognized for delivering amazing citizen experiences!



www.nuaxis.com

National Gallery of Art

Martin Franzini - Chief of Digital Product and Experience

G. Memo Saenz - Web Designer

Carolyn Campbell - Front-end Developer

John Gordy - Special Projects

Alan Manton - Content Producer

Carly Wooten - Content Producer

Social Security Administration

Zina Casey - Project Manager

Department of Transportation

Federal Aviation Administration (FAA)

Mike Monroney Aeronautical Center Quality Systems & Business Resources Staff

Bryan Dahlvang - Communications Program Specialist

U.S. Department of the Treasury Internal Revenue Service

Leadership in COVID-19 Response

Kenneth C. Corbin - Chief Taxpayer Experience Officer **Nancy A. Sieger** - Chief Information Officer

IRS Online Services

José Vejarano - Branch Chief, IRS.gov Content Strategy

IRS.gov - Where's My Stimulus Check App

Brian Balla - Web Strategist

IRS.gov - Publishing

Anne D. Corcoran - Senior Web Analyst

Delivery of Economic Impact Payments

Susan (Suzy) Greer - Director, Information Technology, Applications Development

IRS CARES Economic Impact Payment Call Center

Jim Hannas - Assistant to IRS Customer Account Services Director

Taxpayer Digital Communications Program

Andrew Chiu - Director, Product Management & UX

Sarvesh Shah - Product Development Specialist

Kirk Crawford - Product Development Specialist

Matthew Leibner - Product Development Specialist

David J. Lunsford - Product Manager/ Development Specialist





Every day you're there . . .

Every day you step up to serve the citizens of our nation. During natural disasters, pandemics and times of economic uncertainty you're the hand that helps pull them to safety. You help keep our food safe and make sure those in need have enough to eat. For those unable to care for themselves, you make sure resources are available to fill the gap. And for our nation's elderly, you help provide critical services that help keep them secure.

For our future, you're actively helping to shape the American Dream. From help to start a small business, buy a first home, or get an education you keep that dream alive and prospering.

Throughout the life of the American citizen, you are there. Serving quietly. To you we say "thank you."

Discover more at cisco.com/go/federal

CISCO
The bridge to possible

Joshua Jessar - Supervisory Program Analyst (acting)

Alcora Walden - Technical Project Manager

Hayley Mitton - Supervisory Program Analyst

Kira Prin - Product Development Specialist

Jennifer Amarante - Supervisory Program Analyst

Nanette Downing - Director, Identity Assurance

Lori Roberts - Director, Technology Solutions IRS Small Business

Paul Wight - Supervisory Mamt. & Program Analyst

Courtney Rasey - Technical Project Manager

Michelle L. Pendzick - IRS Identity Assurance e-Signature Program Lead

Adrienne Smith - Management And Program Analyst

Cody Thierry - Management And Program Analyst

Deborah Gregory - Senior Operations Advisor

Ali Cindee V - Project Manager

Carolyn Morton - Director, Technology and Program Solutions

John D. Barker - LB&I Technology and Program Solutions - Technical Advisor

Srinivasa R. Ponakala - Senior Manager

Linh Ma-Vu - LB&I Management & Program Analyst

Keith T. Floyd - Management & Program Analyst

Heather Christensen - Program Manager

Robin Kidwell - Director, Technology Solutions

Kelly D. Gravely - Program Manager, Technology Solutions IRS Small Business

Julie McCollum - Management And Program Analyst

Antoine D. Brown - Program Manager

Annemarie D'Amato - Tax Analyst

Michael Landsmann - Project Manager SBSE Exam

Maria Shaddy - Senior Tax Analyst

Martin Swanson - Supervisory Tax Analyst

Office of the CIO Filing Season Integration Services (FSIS)

Randi Rittman - Information Technology Specialist (Policy & Planning) Jason T. Miller - Information Technology Project Manager

Secure Access Virtual Assistant Team

Matthew Leibner - Product Development Specialist

Sarvesh Shah - Product Development Specialist

David J. Lunsford - Digital Product Specialist

Alcora Walden - Technical Project Manager

Paul Wight - Supervisory Mgmt. & Program Analyst

Adrienne Smith - Management/Program Analyst

Jennifer Amarante - Chief Digital Products

Adrienne Smith - Management/Program Analyst

Monnae Markham

Eric Kneeland - Management And Program Analyst

Julian Charlton - IT Project Manager

Jordan Yaplee Jackson - Product Management Fellow



Congratulations

Thank you to the Service to the Citizen:
Champions of Change Program winners for your dedication and commitment to transform the customer experience and for your commitment to excellence in delivering of services that impact the public's lives.



U.S. Department of Veteran Affairs

Digital Experience Product Office

Lauren Alexanderson - Deputy Chief Technology Officer for Health Delivery

Charles Worthington - Chief Technology Officer

Danielle Thierry - Digital Experience Expert

Dave Conlon - IT Product Manager

Lacey Higley - Chief of Staff

Martha Wilkes - Digital Experience Expert

Patrick Batemen - Digital Experience Expert

Stephen Barrs - Digital Experience Expert

Chante LantosSwett - Digital Experience Expert

Kaeli Yuen, MD - White House Presidential Innovation Fellow

Shane Elliott - IT Specialist, Office of Information and Technology

John Hashimoto - Digital Experience Expert

Robert Durkin - IT Analyst

Jen Lee - Digital Experience Expert

Beverly Nelson - Digital Experience Expert

Veterans Health Administration (VHA) VHA Innovation Ecosystem

Suzy Shirley - Director, Fellowships & Community Engagement

VHA Project Resilience

Joshua Patterson - Director, Care & Transformational Initiatives

VHA Telehealth Program

Dr. Kevin Galpin - Telehealth Coordinators

VHA 3D Printing Network

Dr. Beth Ripley - Director, Veterans Health Administration 3D Printing Network

VA Palo Alto Healthcare System

Thomas F. Osborne, MD - Director,

VA National Center for Collaborative Healthcare Innovative (NCCHI)

VA Long Beach Healthcare System

Sally H. Dang, OD, MPH - Chief, Optometry Service

Branch Chief, VHA Vision Center of Excellence (VCE)

Legislative

U.S. House of Representatives

Office of the Clerk

Office of Legislative Computer Systems

Kirsten Gullickson - Director, Analysis and Quality Assurance



Transform your customer experience and enhance your mission outcomes.

Who We Are

For over 25 years, we have transformed the way government does business, impacting over 70 government agencies across the civilian, defense, and intelligence communities. ASI brings specialized customer experience, human-centered design, change management, strategy, organization development, and acquisition management consulting experience directly assisting the Federal Government design and implement transformative customer experience programs and ultimately enhance citizen outcomes.

To learn more about how ASI can support your agency, please contact Heather Decker at Hdecker@asigovt.com and Fred Panzer at Fpanzer@asigovt.com.



State & Local Government

Arkansas Governor COVID-19 Information Website

Asa Hutchinson - Governor of Arkansas

District of Columbia Office of the State Superintendent of Education

Stephanie Davis - Deputy Chief Information Officer

Georgia Technology Authority Request Official Vital Event Records (ROVER)

Ivan Sumter - Director, Office of Data Sales
Gina Brunson - Marketing Consultant
Nichole Miles - Business Development Specialist
Ashley Woolf - Business Development Consultant, Sr.
DeQuanda Sanders - Sales Consultant
Anup Dev - New Product Consultant

County of Los Angeles Department of Public Social Services

Elizabeth Becerra - Division Chief, Communications and Project Management Division

Maryland Office of the Secretary of State

John Wobensmith - Maryland Secretary of State
Luis Borunda - Deputy Secretary of State
Kathy Smith - Assistant Secretary of State
Fred Smalls - Assistant Secretary of State
Anne Hoyer - Executive Director of Safe at Home Program
Gail Klakring - Administrator Division of State Documents

New York State Department of Labor

Steven Spalten - Chief Strategic Officer
Rajiv Rao - Chief Technology Officer

City and County of San Francisco Digital Services

Anita Cheng - Content Designer on SF.gov
Linda Acosta - Digital Services Manager, SF Department of Public Health
Scott Tyler - UI/UX Designer, Digital Services,

Sarah Peters - Joint Information Center Deputy Director of Strategic Communications
San Francisco COVID Command Center-Moscone South
Nicole Johnson - Senior Product Manager, Digital Services
Heather Littleton - Project Manager, Controller's Office



City of Orlando Digital Platform and Service Design Team

Matthew Broffman - Former Innovation Official
Vicky Bellissimo - Digital Product Manager
Jamie Kruger - Digital Product Manager
Janel Jacobs - Digital Product Manager
Anna Higgins - Digital Product Manager and Delivery Manager

Industry

Everbridge, Inc

Community Engagement/Vaccine Distribution

Brian J. Toolan - Sr. Director, Government Strategy
Bart Rys - Director, Business Solutions
Ajay Goel - Engineering Manager
Prashant Darisi - Vice President, CEM Business Solutions

Forward Edge - Al

Eric Adolphe - Chief Executive Officer

Maximus Federal Health COVID-19 Programs Team

Tom Naughton - President Maximus Federal Health

Senture, LLC

Christopher Deaton - Former President & CEO

Twilio Public Sector Practice

Justin Herman - Global Head of Public Sector



Platinum Plus Sponsor



Gold Sponsors



Medallia





qualtrics.**





Silver Sponsors







Challenge Coin & Visual Media Sponsor Mask Sponsor Name Tag Sponsor







Live Stream Sponsor

accenture



Thank you to our sponsors whose support makes the Service to the CitizenTM Awards possible!

Presented by



