

Ashley Carmenia, DHSc, MPH

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SUMMARY OF EXPERIENCE

Operations and systems-level focused public health strategist with over 14 years of specialized expertise in public health, health equity, and healthcare systems delivery. Highly skilled in program development and implementation, strategic planning, research analysis and reporting, strategic partnership planning and development, health communication and outreach, budget and project management, monitoring and evaluation, and providing technical assistance and leadership for engaging partnerships to execute public health programs and research.

- Proficient in leading and formulating strategic program plans with project goals, objectives, operating policies, guidelines, and performance measures.
- Experience in program and project development and management of contracts and memorandums of understanding agreements – including development, initiation, administration, monitoring, evaluation, coordination, and closeouts.
- Excellent knowledge of qualitative and quantitative methods to review, evaluate, and improve public health programs and operations to enhance quality control and process improvement strategies.
- Expertise in enhancing diverse stakeholder and volunteer engagement to address health disparities and health equity in health promotion and disease prevention.
- Strong track record of cultivating relationships and exchanging information with internal colleagues and external stakeholders.
- A dynamic leader that moves and relates effortlessly across all levels of management, while consistently achieving outstanding results in challenging environments, business development, and building and maintaining strong, and loyal relationships with clients and colleagues.

EDUCATION

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| Doctor of Health Science, Rural Health <i>Campbell University – Buies Creek, North Carolina</i> | 2020-2023 |
| Master of Public Health, Public Health <i>The University of New England– Portland, Maine</i> | 2014-2016 |
| Bachelor of Science, Health Science <i>California State University San Bernardino– San Bernardino, CA</i> | 2005-2010 |

PROFESSIONAL EXPERIENCE

American Heart Association Jan 2024 – Present
Community Health Equity Director

Fulltime: 40 hours per week

Direct Supervision of one collective impact coalition, six CBOs and three community health clinics; 15% Travel

Duties and Responsibilities

Serves as the Community Health Equity Director for the American Heart Association that leads the national Collaboration for Equitable Health (CFEH) partnership for the Charlotte market, focusing on building sustainable community capacity, health equity focused initiatives, and directing and implementing innovative program and systems-level change strategies. Responsible for engaging Health Resources and Services Administration (HRSA)-funded and other health centers in systems change work and participation in outpatient quality programs focused on improving blood pressure management and addressing other barriers.

Accomplishments:

- Presented *Heart-Related Conditions and Risk Factors for Women of Color* at: (1) the inaugural Black Maternal Health Conference in Charlotte, NC; (2) Care Ring's Maternal Health Consortium; (3) Novant Health's African American and Disability

BRG Health Equity Webinar.

- Led operations to establish systematic community-based blood pressure screening, education, and referral interventions at six local community-based organizations.
- Presented the American Heart Association's *Lifestyle Essential 8* heart health education at eight community-based events with over 1000 attendees.
- Directed, developed, and executed the dissemination of CFEH findings and analysis of impact through written deliverables (fact sheets, annual program briefs, and progress reports), social media communication channels (webpage development and content), and internal and external presentations for community partners, Board of Directors, and senior leadership.
- Actively participates on the Maternal Health Consortium Team (Care Ring); Maternal Health Workgroup (NACCHO); Perinatal Health Equity Task Force (North Carolina Department of Health and Human Services); Mecklenburg County Doula Steering Committee; ICO4MH Health Equity Assessment Planning Team (Mecklenburg County Public Health Department).

Central Piedmont Community College
Adjunct Faculty/Arts and Humanities Department

Oct 2023 - Present

Parttime: 10 hours per week

Duties and Responsibilities:

Serves as adjunct faculty in the Arts and Humanities department, teaching public health, academic career readiness, and other health-related courses to higher education students. Develops and implements engaging lesson plans that maximize student learning, and assists in the planning and development of program and division curriculum development.

Courses Instructed: Personal Health and Wellness; Introduction to Health; College Transfer Success

Palmetto GBA
Public Health Technical Expert Lead III

Oct 2022 – Jan 2024

Fulltime: 40 hours per week

Supportive Supervision of four rural healthcare systems and two federally qualified health care centers; 10% Travel

Duties and Responsibilities:

Served as the internal public health subject matter expert for healthcare systems that serve Part A Medicare beneficiaries in rural Georgia and South Carolina. Responsible for the design and delivery of all initiatives and project deliverables as designated by the Centers for Medicaid and Medicare (CMS). Provided technical assistance in the development and implementation of the *Building Healthier Communities Together* pilot social determinants of health program.

Accomplishments:

- Developed a report for the Centers for Medicaid and Medicare (CMS) that provided recommendations on how to address gaps in social determinants of health screening and program referrals for streamlined health and social care coordination for healthcare systems that served Medicare Part A beneficiaries.
- Developed two data collection instruments for focus groups and key informant interviews; facilitated ten focus groups and key informant interviews with internal and external stakeholders.
- Assisted four healthcare systems and two federally qualified health care centers in implementing social determinant of health screening tools into their clinical workflow and increase referrals to community-based organizations.
- Developed and implemented a post-implementation process to ensure the sustainability of the goals established under the implemented pilot program.

Carmenia Consulting, LLC
Owner/Independent Consultant

Jul 2020 – Present

Duties and Responsibilities:

Serves as the owner and independent consultant for Carmenia Consulting, LLC., focusing on strategic planning, program development, implementation and evaluation, and maximization of community impact. Additionally serves as a local and federal grant reviewer

Accomplishments:

- Served as the strategic planning and development consultant for three community-based organizations.

- Reviewed grants for the United Way of Central Carolinas, the Office of Minority Health, and the Administration for Community Living.

RAO Community Health | Charlotte, NC
Health Equity Director

Nov 2018 – Dec 2022

Fulltime: 40 hours per week

Direct Supervision of 9 employees, 4 contractors, and 9 CBOs; 40% Travel

Duties and Responsibilities:

Served as the Program Director for the Centers for Disease Control and Prevention – Division of Nutrition, Physical Activity, and Obesity Branch under the Racial and Ethnic Approaches to Community Health (REACH) cooperative agreement and the Centers for Disease Control and Prevention – National Center for Immunization and Respiratory Diseases (NCIRD) subgrant funded under RFA #DP18-1813. The REACH cooperative agreement focuses on increasing referral and access to health and preventive programs through capacity building, technical assistance, and workforce training and development. The NCIRD subgrant focuses on increasing vaccination opportunities and enhancing provider partnerships by building partnerships between vaccination providers and the community to increase the number, range, and diversity of opportunities for vaccination.

Accomplishments:

- Developed foundational models for planning, developing, implementing, and evaluating 10+ projects and work plan(s) for the specified focus areas of nutrition, maternal health/breastfeeding, physical activity, and community-clinical linkages (preventive lifestyle management classes).
- Actively participated on the Social Determinants of Health Leadership Team (Cabarrus Health Alliance) and Steering Committee (Partnering for Vaccine Equity).
- Co-authored a manuscript titled “Specialty Box Program: Implementing Tailored Food Boxes to Serve the Community During the COVID-19 Pandemic” in the *Health Promotion Practice* journal.
- Served as a contributor on the “People of color more likely to be hospitalized with the flu – and less likely to get the vaccine, CDC finds” article by *USA Today*.
- Pioneered two formative community assessments regarding community needs to drive the development of appropriate and sustainable resources, programs, and tools. Community assessments were completed in collaboration with scientific staff (i.e. academia, non-profit research institutions).
- Developed and implemented a community resource mobile application for iOS and Android platforms that has been downloaded over 50,000 times globally.
- Spearheaded a methodology for the spatial assessment of socioeconomic vulnerabilities to health disparities and nutrition in Mecklenburg and Cabarrus counties (vulnerability indicator map).
- Conceptualized an annual community health event that provided over 500 members of the community access to various resources dedicated to health and wellness in Mecklenburg and Cabarrus Counties; resources included COVID-19 vaccines, mental health resources, seasonal flu education, appointment scheduling, rapid HIV, Syphilis, and Hepatitis C testing, and preventive wellness screenings.
- Initiated a formative needs assessment regarding vaccine confidence and media messaging in African American communities.
- Originated the development and implementation of the pilot Mecklenburg County Doula Impact Program that resulted in 12 African American women becoming community-based doulas in the area, and the development of computer-based perinatal health educational courses and instructional videos that are being utilized by perinatal health professionals statewide.
- Originated the development and implementation of the Daddy BEANS program in partnership with Queen City Cocoa BEANS. The Daddy BEANS program is a paternal health peer to peer support program that specializes in providing breastfeeding and parenting education to African American fathers.
- Directed and collaborated influenza prevention initiatives in the greater Charlotte region that resulted in over 1300 marginalized individuals being vaccinated, including overseeing program material dissemination.
- Presented and moderated town hall discussions, presentations, and podcasts that addressed vaccine hesitancy and building vaccine confidence in the Black community. Panelists included physicians, public health professionals, community leaders, pharmacists, and other allied health professionals that resulted in a community-wide training where most attendees committed to receiving the flu and/or COVID-19 vaccine the next time it was offered in a community and/or clinical setting.
- Led the development of the Educate to Vaccinate campaign, an educational communications toolkit that aims to address myths and misconceptions about flu and COVID-19 vaccines. The toolkit consisted of: Did You Know, Myth & Fact, and

Living with Chronic Disease Conditions fact sheets and social media graphics to build vaccine confidence in the Black Community.

- Developed and maintained a community coalition that was formed with community partners from over 15 organizations. This coalition helped to build relationships, leverage resources, increase community involvement, garner external support, and influence policy, systems, and environmental change.
- Provided strategic oversight and management of a \$1.5 million annual program budget and program-related operations.

Rosedale Medical | Huntersville, NC
Clinical Research Regulatory Coordinator

Oct 2016 – Oct 2018

Fulltime: 40 hours per week

Duties and Responsibilities:

Served as the Clinical Research Regulatory Coordinator focusing on regulatory affairs operations of phase III biomedical clinical trials, vaccine studies, research studies, and pharmaceutical protocols to comply with local and federal regulations.

Accomplishments:

- Designed the clinic's first tailored HIV/AIDS intervention that partnered with local health departments and community-based organizations to screen and test marginalized communities for HIV and syphilis.
- Reviewed and analyzed 50+ variables related to HIV epidemiological, operational, and clinical science research, responsible for collecting, processing, and shipping lab specimens, clinical drug accountability, and inventory of study-related materials.
- Ensured FDA compliance for 10+ clinical research trials, contracts, and review process amendments; responsible for handling all regulatory documentation and compliance, record retention, query resolutions, and data entry.
- Motivated partners while engaging in supportive relationships to sustain efforts focused on quality of care in health care settings and enrollment into clinical trials among minorities.
- Facilitated health and social care coordination by collaborating with prominent stakeholders to ensure optimal patient outcomes.

PROFESSIONAL VOLUNTEER EXPERIENCE

National Association of County and City Health Officials, Washington DC

2023 -- Present

Maternal Health Subject Matter Expert

- Serves as a subject matter expert on workforce development, education and training-related topics impacting maternal health in healthcare and public health systems.
- Develops strategic and tactical recommendations to improve maternal health, breastfeeding and nutrition and its' continuity in healthcare and public health systems.

QC Cocoa Beans, North Carolina

2023 – Present

Board Member/Strategic Planning Committee Member

- Approves budget, audit reports, business decisions, legal and fiduciary responsibilities.
- Assists the Executive Director in identifying and recruiting other Board Members.
- Provides strategic and operational guidance on the development of programs, policies and procedures.

CDC Live to the Beat Campaign

2023 – Present

Campaign Ambassador

- Share heart-healthy messages and resources within the community to assist in helping to lower risk for heart disease and stroke.

National Association of Health Services Executives, North Carolina

2023 – Present

Member

- Actively participate in organizational meetings and events to help improve the health status, economic opportunities, and educational advancement of local communities.

North Carolina Society for Public Health Education, North Carolina

2022 – Present

Member

- Actively participate in organizational meetings and events to promote, encourage and contribute to the advancement of health of all people.

Society for Public Health Education, Washington, DC

2021 – Present

Member

- Actively participate in organizational meetings and specialized workgroups to promote, encourage and contribute to the advancement of health of all people.

American Public Health Association, Washington, DC

2018 – Present

Maternal Health Policy Committee

- Serves as a subject matter expert on policy-related issues impacting maternal health with a state and federal policy focus.
- Creates strategic and tactical recommendations to advocate maternal health policy and its' continuity in healthcare and public health systems through the review of existing legislation and proposed policies within APHA and the federal government.

American Sexual Health Association, Washington, DC

2017 – Present

Social Media Ambassador

- Share positive sexual health education and information via social media to assist in creating a sexually healthy nation.

North Carolina SexCon Conference | Raleigh, NC

Aug 2017 – Oct 2017

Evaluation Consultant

- Led efforts in establishing conference measure outcomes for the conference and conference presentations, attending meetings, and compiling and presenting information orally, visually, and in writing to keep clients updated on progress.
- Made recommendations for improvement and presented these to clients responsible for conducting the formal evaluation for the conference, detecting issues, and investigating ways to resolve them.

PREVIOUS POSITIONS HELD

Maersk Line | Charlotte, NC

Sep 2010 – Oct 2016

Account Manager

PUBLICATIONS

- How did you get your first job in the field – Meet Dr. Ashley Carmenia (2024). *Canvas Rebel Magazine*. <https://canvasrebel.com/meet-dr-ashley-carmenia/>
- Specialty Box Program: Implementing Tailored Food Boxes to Serve the Community During the COVID-19 Pandemic. (2023). *Health Promotion Practice*. <https://pubmed.ncbi.nlm.nih.gov/36999496/>
- Barbershop Forum Provides Forum for Young Black Men in Charlotte: RAO Community Health (2023). *Partnering for Vaccine Equity Resource Hub*. <https://vaccineresourcehub.org/stories/stories-highlights/barbershop-talk-provides-forum-young-black-men-charlotte-rao-community>
- People of color more likely to be hospitalized with the flu – and less likely to get the vaccine, CDC finds. (2022). *USA Today*. <https://www.usatoday.com/story/news/2022/10/18/cdc-people-of-color-more-likely-to-be-hospitalized-with-flu/10496965002/>

SELECTED PRESENTATIONS

- Novant Health African American and Disability BRG Health Equity Webinar, May 2024
- Care Ring Black Maternal Health Conference, April 2024
- Black Maternal Health Consortium Meeting, April 2024

- Ally Financial Health Equity and Chronic Disease Forum, March 2024
- Association of Immunization Manager (AIM) Vaccine Equity Webinar, 2023
- MedLink 10th Annual Community Forum, 2022
- NACCHO Maternal Health Innovations, 2023

PROFESSIONAL AFFILIATIONS

- **Subject Matter Expert**, National Association of County and City Health Officials, **2023 -Present**
- **Board Member/Strategic Planning Committee Member**, QC Cocoa Beans, **2023 - Present**
- **Campaign Ambassador**, Live to the Beat, **2023 – Present**
- **Member**, National Association of Health Services Executives, **2023 – Present**
- **Member**, North Carolina Society for Public Health Education, **2022 – Present**
- **Member**, Society for Public Health Education, **2021 – Present**
- **Maternal Health Policy Workgroup**, American Public Health Association, **2018 – Present**
- **Social Media Ambassador**, American Sexual Health Association, **2017 – Present**

MENTORING AND TEACHING

- **Lenoir Rhyne University**, Preceptor, School of Public Health (2022)
- **University of North Carolina Charlotte**, Preceptor, School of Social Work (2021)
- **Eastern Carolina University**, Preceptor, School of Nursing (2022)

CERTIFICATIONS AND LICENSURES

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| Human Subjects Research , CITI | 2022 |
| Grant Writing : Central Piedmont Community College | 2021 |
| COVID-19 Contract Tracing , John Hopkins | 2020 |
| North Carolina HIV Counseling, Testing, and Referral , NC DHHS HIV/STD Prevention and Care Division | 2014 |

TECHNICAL ACUMEN

- **Computer Skills**: Proficient in Microsoft Office Suite; Familiarity with Statistical Analysis Software (SAS) 9.4, STATA, and SPSS
- Skills managing and scaling health equity projects dealing with marginalized, vulnerable, and racial/ethnic minority groups.
- Skills in identifying funding sources and philanthropic partners to support public health programs
- Skills in health policy advocacy, analysis, and development
- Skills in providing technical assistance to community clinics on public health programs
- Skills in developing and preparing health education materials used to communicate public health information related to health-related, technical, and scientific research
- Skills in providing marketing and communications expertise in the development and implementation of printed and online publications, websites, presentations, and collateral materials
- Skills in developing and disseminating clearly written, well-designed health communication materials for key stakeholders in a variety of formats, such as web content, blogs, posters, training materials, etc.
- Skills in negotiating with a variety of stakeholders on issues involving programmatic resources, where the parties involved may have conflicting priorities or objectives
- Skills in analyzing existing processes of public health and healthcare-related services to identify and provide recommendations to improve and/or overcome deficiencies to formulate an alternative course of action

Research Experience:

Assessing the Differences in Thoughts, Attitudes, and Perceptions About HIV and STI Preventive Services Among African American Women Based on Geographical Area of Residence (*Doctoral Research*)

A Phase 3, Randomized, Double-blind Study to Evaluate the Safety and Efficacy of Emtricitabine and Tenofovir Alafenamide (F/TAF) Fixed-Dose Combination Once Daily for Pre-Exposure Prophylaxis in Men and Transgender Women Who Have Sex with Men and Are At Risk of HIV-1 Infection

A Phase 3, Randomized, Open-Label Study to Evaluate the Safety and Efficacy of Switching to a Fixed-Dose Combination (FDC) of GS9883/Emtricitabine/Tenofovir Alafenamide (GS-9883/F/TAF) from Elvitegravir/Cobicistat/Emtricitabine/ Tenofovir Alafenamide (E/C/F/TAF), Elvitegravir/Cobicistat/Emtricitabine/Tenofovir Disoproxil Fumarate (E/C/F/TDF) or Atazanavir + Ritonavir + Emtricitabine/Tenofovir Disoproxil Fumarate (ATV+RTV+FTC/TDF) in Virologically Suppressed HIV-1 Infected Women

A Phase 3, Randomized, Double-Blind Study to Evaluate the Safety and Efficacy of GS-9883/ Emtricitabine Tenofovir Alafenamide Versus Abacavir/ Dolutegravir/ Lamivudine in HIV-1 Infected, Antiretroviral Treatment-Naïve Adults

A Phase 3, Randomized, Double-Blind Study to Evaluate the Safety and Efficacy of GS-9883/ Emtricitabine/ Tenofovir Alafenamide Versus Dolutegravir + Emtricitabine/ Tenofovir Alafenamide in HIV-1 Infected, Antiretroviral Treatment-Naïve Adults

A Phase 3, Randomized, Double-Blind Study to Evaluate Switching from a Regimen containing Dolutegravir ABC/3TC to a Fixed-Dose Combination of GS-9883/F/TAF in HIV-1 Infected Subjects who are Virologically Suppressed.

A Phase 3, Randomized, Open-Label Study to Evaluate Switching from Regimens Consisting of Ritonavir-boosted Darunavir or Atazanavir plus either Emtricitabine/Tenofovir Fixed-Dose Combination (FTC/TDF) or Abacavir/3TC (ABC/3TC) FDC to a Fixed-Dose Combination (FDC) of GS9883/F/TAF in HIV-1 Infected Subjects who are Virologically Suppressed

A Phase 3, Randomized, Double-Blind Study to Evaluate the Safety and Efficacy of E/C/F/TAF Versus E/C/F/TDF in HIV-1 Positive, Antiretroviral Treatment-Naïve Adults

A Phase 3, Open-Label Study to Evaluate Switching from a TDF-Containing Combination Regimen to a TAF-Containing Combination Single Tablet Regimen (STR) in Virologically-Suppressed, HIV-1 Positive Subjects

A Phase 3, Randomized, Double-Blind Study to Evaluate the Safety and Efficacy of E/C/F/TAF Versus E/C/F/TDF in HIV-1 Positive, Antiretroviral Treatment-Naïve Adults

A Phase 3b, Randomized, Double-Blind Study to Evaluate Switching from a Regimen Consisting of Efavirenz/Emtricitabine/Tenofovir Disoproxil/Fumarate (EFV/FTC/TDF) Fixed Dose Combination (FDC) to Emtricitabine/Rilpivirine/Tenofovir Alafenamide (FTC/RPV/TAF) FDC in Virologically-Suppressed HIV-1 Infected Subjects.

A Phase 3b, Randomized, Double-Blind Switch Study to Evaluate the Safety and Efficacy of Emtricitabine/Rilpivirine/Tenofovir Alafenamide (FTC/RPV/TAF) Fixed Dose Combination (FDC) in HIV-1 Positive Subjects who are Virologically Suppressed on Emtricitabine/Rilpivirine/Tenofovir Disoproxil Fumarate (FTC/RPV/TDF)

A Phase 3, Randomized, Double-Blind Study to Evaluate the Safety and Efficacy of Switching from a Regimen of Dolutegravir and Either Emtricitabine/Tenofovir Alafenamide or Emtricitabine/Tenofovir Disoproxil Fumarate to a Fixed-Dose Combination of Bictegravir/Emtricitabine/Tenofovir Alafenamide in HIV-1 Infected Subjects who are Virologically Suppressed

