

## Systems Integration Project Staff Bios

(Alphabetical by last name)



**Regina Bradley, MS, PMP**  
Data Operations &  
Governance Lead

**Regina Bradley** is a servant leader with a background in leading and delivering multi-million-dollar global IT solutions, initiating process improvement initiatives to improve workflows, data analysis in support of decision-making, and costs and benefits analysis.

Previously, Regina was the Data Quality Manager at Action for a Better Community. In this role, she designed and delivered a data governance strategy focusing on the integrity, availability, usability, and security. During her time at Xerox, she assisted Xerox in achieving its diversity and inclusion objectives by serving as the Black Women's Leadership Council co-director for three years.

Regina volunteered as the Business Ops Manager and Treasurer for the Christian Youth Basketball league (CYBL) for over ten years in partnership with churches, the Boy Scouts of America, RCSD athletics, and local colleges and universities.

Regina holds a Master of Science in Strategic Leadership from Roberts Wesleyan College and a Bachelor of Science in Mathematics. She is a certified project manager and a lean six sigma green belt.

Regina enjoys spending time with family and friends, long early morning walks, roller skating, and being part of the ebony voices book club for over ten years. She is honored to have had her work on ethical leaders published in Roberts Wesleyan College's *The Leading Edge*.



**Angee Brown**  
Senior Project Manager

**Angee Brown** is a program and project management professional who works with visionaries to drive systems change. After almost two decades of working with a variety of organizations, she knows how to navigate complex, multi-disciplinary business transformation projects.

Angee supported Starbucks' credit and debit card launches and member rewards program. She launched new sales distribution channels for Premera Blue Cross, including state and federal versions of the Healthcare Marketplace in support of the Affordable Care Act. She also led the development of a global call center agent platform for the Expedia family of brands and supported the national bank mergers of Washington Mutual with Chase Bank as well as Wachovia with Wells Fargo Bank.

Angee holds a Bachelor of Science in Business Administration from Gonzaga University.

Angee volunteers her time with the M.K. Gandhi Institute for Nonviolence on its Board of Directors. For fun, Angee enjoys exploring nature in and around Western New York.



**Margaret Courtney, MS**  
Partner Engagement Lead

**Margaret Courtney** works hard to keep the operations of the Systems Integration Project office running smoothly. She believes relationships are at the core of what we do and works hard to make sure all partners are cared for.

Margaret worked for almost 10 years in Housing & Residence life and Student Conduct on three college campuses. Focus areas included: planning and implementing RA training, staff hiring, recruitment and selection, as well as day-to-day operations across buildings. Programming and event planning have always been a passion of Margaret's and she prides herself on her attention to detail and ability to bring multiple people together.

She holds a Master of Science in Student Affairs and Higher Education with a concentration in Student Development Theory from Miami University in Oxford, Ohio and a Bachelor of Science in Public Relations with a minor in Philosophy from SUNY Fredonia.

Margaret serves on the Board of Directors for Camp Stella Maris. As a camper turned counselor, she wants to give back to the place that gave her so much.

She enjoys spending time with her Husband Dan and their pets. Margaret and Dan are parents to a beautiful angel baby, Oliver.



**Christopher Dillard**  
Community Engagement Lead

**Chris Dillard** has been working and volunteering with at-risk youth and their care providers for over 20 years. He looks forward to building relationships with a diverse network of community partners to grow and steward relationships with providers that support individuals and families in our region. Chris prides himself on his ability to see things from other people's perspectives and bring people together with different backgrounds and experiences.

Chris has extensive experience working with the New York State agencies like the Office of Mental Health (OMH), Office of Children and Family Services (OCFS), and Office for People with Developmental Disabilities (OPWDD). He spent over 7 years facilitating OMH's Cornell University-developed curriculum for home and community-based services. He conducted these trainings for Hillside Family of Agencies as well as local community providers. During his time at Hillside, Chris participated on their Monroe regional Diversity, Equity, and Inclusion committee where he also served as co-chair.

Chris attended St. Lawrence University where he focused his studies on Sociology and Education. He also oversaw the redesign of the Leaders in Training program at Camp Daydreams where he volunteered for over 10 years.

He is a proud father of two boys who are avid fort-builders and enjoy exploring nature. They have visited the majority of the public parks in Wayne and Monroe Counties.



**Katelyn Freeman**  
Project Coordinator

**Kati Freeman** works closely with the entire Systems Integration team to organize details for meetings and day-to-day operations. Kati's work allows the team to be more efficient in each of their respective positions.

She previously worked for Metro Council for Teen Potential at Baden Street Settlement as a Community Health Educator. She takes pride in being extremely organized and detail oriented.

Kati enjoys facilitating training and developing activities for people to create a space for growth. As a young professional, Kati has worked diligently on community impact projects like creating gender inclusive housing at Keuka College and coordinating Metro Council for Teen Potential's Youth Arts Festival for local Rochester youth.

Kati holds a Bachelor of Arts in Theatre Arts with a minor in Acting from SUNY Potsdam.

Kati is a newlywed and you may be familiar with her maiden name, Hamilton. She enjoys spending time with her animals and husband camping, hiking, and enjoying the outdoors. In her free time, she enjoys directing plays, taking care of her plants, and shooting photography.



**Laura Gustin, MPH**  
Executive Director

**Laura Gustin** works with the project leaders and decision-makers as they build consensus around project strategy, and leads project staff to stay motivated and agile in the face of ambiguity. Both methodical and strategic, Laura is a system entrepreneur, driven to fundamentally alter the systems that create our most vexing social problems.

Over the last three years, Laura has provided skilled planning, facilitation, coordination, and support to achieve all aspects of the Systems Integration Project's planning and design phases, including but not limited to receipt of \$16 million in public and private investment, implementation of a decision-making structure, and establishment of the Systems Integration Project office. Laura brings a deep experience in health systems improvement and social impact, including the design and implementation of innovative solutions in support of the Rochester-Monroe Anti-Poverty Initiative, Delivery System Reform Incentive Payment (DSRIP) Program, and Federally Qualified Health Center transformation.

Laura is an alumna of Leadership Rochester and was a member of the Rochester Business Journal's Forty Under 40 Class of 2019.

She holds a Master of Arts in Public Health from the University of South Florida and Bachelor of Arts in English and Anthropology from SUNY Geneseo.

Laura loves preserving food including tomatoes, peaches, applesauce, salsa, dilly beans, and the like.



**Eric Haak, PhD, MS, MA**  
Data Scientist

**Eric Haak** is a data scientist who works with nonprofits to maximize their impact for community good. Eric believes data is an important tool for helping people tell their story.

Eric has published over a dozen peer reviewed articles in scientific journals. These publications include diverse topics such as Intimate Partner Violence, School Start Times, Biopsychology, Juror Decision Making, and Attachment.

Eric holds a Ph.D. and Master of Science in Experimental Psychology from the University of Kentucky. He also holds a Master of Arts in Developmental Psychology from Columbia University and a Bachelor of Science in Psychology from Mercyhurst University.

Prior to joining the Systems Integration Project, Eric worked for Partners Ending Homelessness, the Continuum of Care for Rochester/Monroe County. During his time there, he supported them in the development and implementation of the coordinated entry system, which helps ensure the highest need individuals are offered access to housing supports.

When not doing data science, Eric enjoys baking and watching movies with his partner Jeannie.



**Kellie Johnson**  
Implementation Support  
Specialists

**Kellie Johnson** helps plan and implement human-centered design in service delivery models, workflows, and policies across multi-sector services within the community.

Kellie has a diverse background including human resources, education, retail, consulting, operations, and behavior health services. She discovered her passion for process improvement, workflows, and leadership development while working for businesses which led her to consulting work with entrepreneurs in Rochester, D.C., Charlotte, and Chicago.

During the last 4 years, Kellie has transitioned to the nonprofit sector working at Villa of Hope in both an administrative and operations management capacity to support behavior health services for youth and adults. She has been able to combine her passion for improving outcomes of services provided to BIPOC and vulnerable communities with project management—which makes it feel less like work and more of a purpose.

Kellie has spent her entire education career here in Rochester and earned a Bachelor of Science in Business Administration from St. John Fisher College.

Kellie is a foodie who loves to spend time with her husband (Aaron), 4 nieces (Madison, Khloe, Charlotte, Corinne), and 2 nephews (Myles and Rowan). Kellie enjoys sports, volunteering, walks outside in every season, and being with friends.



**Cynthia M. Pacia**  
Communications Lead

**Cynthia Pacia** works with the project staff and community volunteers to create inclusive communication tools and strategies that will raise awareness about the Systems Integration Project throughout the Monroe County community.

She has over 20 years of experience in marketing, fundraising, and community engagement at some of Rochester's top organizations like, The Hochstein School, Bivona Child Advocacy Center, and Rochester Area Community Foundation. She is a well-respected speaker on developing comprehensive marketing strategies with engagements at local and national conferences, colleges, and community meetings. During 2008-2012, Cynthia was a featured blogger on the *Democrat & Chronicle's* online edition promoting volunteerism, giving back, and civic engagement.

Cynthia is an alumna of the YWCA of Rochester & Monroe County's Person2Person diversity program and Leadership Rochester. She has received a Rochester Women's Network Up & Coming Award and was a 2015 ATHENA Young Professional finalist.

She holds a Bachelor of Arts in Literature & Creative Writing from Binghamton University and a Certificate in Nonprofit Leadership from Roberts Wesleyan College.

Cynthia and her family are passionate about the Rochester community and supporting local businesses, artisans, and makers.



**Jeff Pettenski, CCP**  
Technical Lead

**Jeff Pettenski** is an enterprise and integration architect who works with chief information officers, business, and project leadership to help develop enterprise integration strategy and lead integration project teams.

Jeff has held four senior IT roles including a major health care company divestiture and stabilization as its own entity. In this fast-paced and demanding business scenario, he leveraged his IT and business knowledge participating in the technical leadership team that first transitioned the enterprise technical landscape from a shared environment to a new independent two data center solution.

As a subject matter expert in the IBM midrange environments, Jeff was sought out to be a lead developer for a data communications software venture company. In this role he developed an enterprise data communications software solution and managed the design and development of this application across eight different hardware platforms, five programming languages, and six data communications protocols.

Jeff is a Certified Computing Professional in Systems Analysis / Design and Software Engineering.

He serves as Board President on the Gates Chili School Board and achieved a Nidan (second degree) black belt in Isshin-ryu Karate. Jeff started his karate journey by joining his children's karate classes instead of sitting on a bench watching them.



**Shannon Robb, JD, CAPM**  
Implementation Support  
Specialist

**Shannon Robb** is a project manager who works on planning, designing, and implementing pilots to test integrated service delivery models through and between organizations and sectors.

She has spent the past few years using her legal experience in the nonprofit world. In addition to the unique regulatory, statutory, and procedural complexities required of Health, Human Service, and Education, she has done extensive research on data governance, sharing and use, consent, long-term governance, and the overall legal framework.

Shannon has several years of project management experience and has worked with teams on designing, planning, implementing, and facilitating projects across departments and organizations. With a strong process improvement background, she has helped improve and redesign workflows and processes within organizations to increase communication between teams.

A Certified Associate in Project Management, she holds a Juris Doctor from New England Law, and a Bachelor of Science in Psychology from SUNY Geneseo.

Shannon is an avid cook and baker, often trying new recipes in her spare time. She's also a voracious reader and sets higher reading goals for herself every year. She loves sports and travel—mostly when the two combine.



**Erin Turpin**  
Business Analyst

**Erin Turpin** works to create more efficient and human-centered workflows for the Monroe County Department of Human Services transformation. She comes to the Systems Integration Project with a nonprofit background and is driven to create a more healthy, sustainable, and equitable community for all.

After undergraduate school, Erin completed a year of national service as an AmeriCorps VISTA, building capacity at a small organization in Rochester, NY. She worked to document and improve organizational processes and policies, and refined internal and external communication systems. She has participated in the fundamental redesign of the civic engagement curriculum for the Core at St. John Fisher College. Erin volunteers her time with 490 Farmers urban farm as Board Secretary, supporting the staff in strategic planning and relationship-building in its first year as a nonprofit, while also being a community garden plot member.

Erin holds a dual Bachelor of Arts in Sustainability and Sociology from St. John Fisher College.

Outside of work, Erin enjoys gardening, taking care of her 50+ houseplants, and exploring nature with her partner Dan.