



## Glendale Community College District Executive Director, Communications and Governance Relations **2025**

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**Barri R. Brown** is a seasoned executive with over 15 years of experience leading strategic communications, government relations, and public affairs in healthcare and education. Her career has been defined by a commitment to equity, inclusion, and the power of communication to drive meaningful change.

She has served in senior leadership roles at Kaiser Permanente and California State University Dominguez Hills—where she led mission-critical campaigns, built coalitions across sectors, and drove measurable equity-focused improvements. Her ability to combine data-driven insights consistently elevated institutional reputations and built trust among diverse audiences. Barri is known for her ability to translate complex issues

into clear, compelling strategies that inspire trust, engagement, and action.

She holds a Master's degree in Business Administration and completed executive leadership training through Cornell University Global. She is also a member of the Public Relations Society of America (PRSA) and the American Marketing Association (AMA).

Deeply committed to service beyond her professional work, Barri volunteers as a Board Member for Wilton House, a women's center supporting survivors of domestic violence, and with the Red Cross Disaster Relief team. She lives in Southern California with her partner of 22 years and their two dogs, Sunny and King. In her free time, she enjoys traveling, entertaining loved ones, and long walks with her family.

Grounded, values-driven, and impact-oriented, Barri brings both strategic acumen and heart to every role she takes on.

# **Barri R. Brown**

## **Senior Healthcare Director**

Highly knowledgeable with proven success in fostering cross-functional collaboration and driving initiatives that promote student success, community engagement and organizational growth. Adept at building relations with diverse stakeholders, including government agencies and key legislators. Strong track record leading equity-driven campaigns aimed at closing equity gaps in education and promoting inclusive environments. Expertise in overseeing media relations, marketing, communication and advising senior leadership. Passionate about supporting diverse student populations and creating culturally responsive, inclusive strategies that enhance both internal and external communications

## **Areas of Expertise**

Strategic Communication & Public Relations | Government Relations & Legislative Advocacy | Equity & Diversity Programs | Media Relations & Crisis Communication | Multi-Channel Marketing Campaigns | Stakeholder Engagement & Community Outreach | Leadership & Team Building | Policy Development & Compliance | Budget Administration & Financial Oversight | Data Analysis & Performance Metrics

## **Professional Experience**

**Kaiser Permanente, Pasadena, CA**

**1/2015 – 6/2024**

Senior Director, National Marketing & Communication

- Oversaw national marketing and communication strategies across multiple departments, managing a multi-million-dollar budget and a team of communication consultants.
- Led team of 32 marketing and communication consultants, ensuring resource allocation, development, mentorship and people management to meet and exceed long/short goals.
- Led and developed annual and ad-hoc communication strategies and content, e.g., writing, editing, guiding and collaborating with internal/external partners, public relations and staff.
- Develop and oversee all content to ensure compelling, engaging, audience specific, (e.g., talking points, newsletters, brochures, flyers, website, media, print and digital new and existing) content direction.
- Partnered & established key government agencies to guide policies and compliance initiatives, fostering collaboration across agencies to address regulatory changes and promote equity-focused practices.
- Directed over 15 annual marketing and communication campaigns, driving retention, acquisition, and community engagement, reaching an audience of 5 to 12 million consumers.
- Led media relations initiatives, established operating procedures, and ensured quality, timing, and budget accountability.
- Developed comprehensive communication strategies for internal and external audiences, including crisis communication, informational campaigns, and community-focused messaging.
- Created and led first virtual open enrollment campaign with largest enrollment in client history exceeding annual goal in 3 quarter with 4700 new members.
- Directed a \$23M marketing and communication campaigns targeting underserved populations, exceeding retention goals by achieving a 79% retention rate (target: 73%).
- Utilized data analytics, market research, and surveys to refine strategies and improve campaign performance, ensuring alignment with organizational goals.

**Kaiser Medical Center, Woodland Hills, CA**

9/2012 - 12/2015

Senior Managerial Consultant, Communication

- Developed and executed internal and external communication strategies to support multiple campaigns and engagement goals.
- Managed crisis communication efforts across five service areas, mitigating negative media coverage and aligning public relations strategies with organizational objectives.
- Partnered with internal and external stakeholders to align communication efforts, improve governance, and enhance departmental reputation.
- Reduced operational errors and costs by 75% through process improvements and enhanced communication strategies.
- Provided executive-level communication guidance to leadership, ensuring alignment and clarity in messaging.

**Additional Relevant Experience:**

**California State University Dominguez Hills, Carson, California**

Strategic Planning & Government Relations Manager, College Health & Human Services

- Led equity-driven marketing initiatives to improve enrollment and retention strategies, establishing policies and processes that address institutional challenges and improved outcomes.
- Developed and implemented culturally sensitive student engagement programs, enhancing the learning environment and increasing brand integrity.
- Served as the primary liaison with California legislators and external partners, fostering long-term relationships and advocating for equity-focused programs.
- Advised leadership on legislative changes, budget planning, and strategies to address equity gaps in student services.
- Conducted legislative reviews and developed contingency plans in collaboration with administrators and internal stakeholders.

**Los Angeles Unified School District, Los Angeles, CA**

**Community & Government Relations Senior Consultant**

- Directed communication strategies and served as the primary media and government relations contact, managing press releases, media inquiries, and community engagement initiatives.
- Established institutional practices to promote diversity, equity, and inclusion, creating programs that addressed the needs of underrepresented students.
- Built relationships with community organizations to enhance student support services and expand outreach efforts.
- Developed and executed successful public and community relation campaigns increasing positive reputation feedback by 30%.

**Education**

**Master of Business Administration (MBA)**

California State University Dominguez Hills, Carson, CA

**Bachelor of Science Business Administration (BS)**

University of La Verne, La Verne, CA

**Executive Leadership Program**

Cornell University Global, (Virtual)

**Certifications and Professional Development**

Public Relations Society (PRSA) | American Marketing Association (AMA)