

STATE OF MINNESOTA
Executive Department



RECEIVED

JUL 2 2022

Governor Tim Walz

President of the Senate

NOTICE OF APPOINTMENT

Reuben Moore

Because of the special trust and confidence I have in your integrity, judgment, and ability, I have appointed you to the office of:

Public Member

Professional Educator Licensing and Standards Board

Effective: July 5, 2022

Expires: January 5, 2026

This appointment carries with it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.

Signed and sealed June 28, 2022.



Handwritten signature of Tim Walz in black ink.

Tim Walz
Governor

Handwritten signature of Steve Simon in black ink.

Steve Simon
Secretary of State

Replacing: Abdi Sabrie

Filed June 28, 2022
Office of the Minnesota
Secretary of State
Steve Simon

RECEIVED

JUL 2 2022

REUBEN MOORE

1463 Kingswood Pond Overlook | Eagan, MN 55122 | 612-275-1171 | reuben@omniborn.com

President of the Senate

OBJECTIVE

Over the past 18 years I have co-created new pathways for value enhancement within large and small organizations and across the private and public sectors. As a health industry leader, I have championed consumer experience, innovation and fundamental execution throughout the healthcare eco-system. I've fluidly adapted to the changing industry dynamics with a renewed passion to help organizations rethink strategies, execution methods, and value concepts. As a community leader and former Chair of the MNSure health industry advisory committee, I have driven strategies and policies that improve healthcare access for all Minnesotans. My life-long passion for community health has stretched from leading public health initiatives under Minnesota Department of Health to serving as Board Treasurer for Southside Community Health Services, a Federally Qualified Health Center. In a leadership capacity, my goal is to help expand the value proposition for an organization through people investment, innovative strategies, community enrichment, operating discipline, value oriented partnerships and entrepreneurial risk taking.

EMPLOYMENT HISTORY

West Side Community Health dba Minnesota Community Care – Chief Executive Officer
St. Paul, MN | www.mncare.org

10/1/2017 — Current

- **Leadership & Governance:** As Chief Executive Officer reporting to the Board of Directors, my accountabilities included leading monthly Board and committee meetings, participating on Boards of other related organizations like Minnesota Association of Community Health Centers, Federally Qualified Urban Health Network and others as appointed. Leading the end-to-end operations of a federally qualified health center that is required to meet several federal regulatory standards, state regulatory standards, and accreditation standards.
- **Organizational Leadership:** Directly accountable for the leadership and development of 370 employees, which includes 290 full-time and 90 part-time employees. As a leadership partner, my executive cabinet included the Chief Clinical Officer/Chief Medical Officer, Chief Operating Officer, Chief Financial Officer, Chief Advancement Officer, Chief of Staff, Director of Oral Health, and Chief Pharmacist. The organization provides care for approximately 37,000 unique patients annually with nearly 120,000 patient encounters.
- **Financial Oversight:** Accountable for over \$37 million dollar budget /P&L across 17 clinical care delivery sites, which include 2 ambulatory clinics.
- **Strategic Management & Partnerships:** Accountable for the development of the organizations vision, goals, strategy, strategic partnerships, and strategic toolkit designed to guide the organization toward its efforts to improve clinical care delivery, community impact, organizational optimization, growth and financial sustainability.
- **Business Transformation:** Responsible for the end-to-end transformation of the entire organization; which includes an organizational redesign, care model redesign, and reset towards improving our patient centric service models.

Mayo Clinic - Vice Chair of Global Business Solution "Corporate Ecosystem" (Corporate Segment)

9/1/2016 — 10/1/2017

Rochester, MN | www.mayoclinic.org

- **Leadership & Governance:** As Chief Executive Officer of Mayo Clinic Health Solutions and the Global Business Corporate family of products, I had a dual reporting structure into the Mayo Clinic Administrative Leadership and the Mayo Clinic Health Solutions 'MMSI' Board of Directors. MMSI is a for profit division of Mayo Clinic and operates the Mayo Medical Plan and many other self-insured employer-sponsored health plans across the country.
- **Organizational Leadership:** Directly accountable for the leadership and development of 270 employees, which includes 200 full-time and 70 contractors and part-time employees. As a leadership partner, my direct reports included the MMSI Chief Medical Officer, Chief Nursing Officer, Chief Operating Officer, Director of Network Contracting, National Product Leader, Chief Pharmacist, and Chief Legal / Compliance Officer.
- **Financial Oversight:** Accountable for over \$2.2 billion dollars of billed charges associated with health insurance claims. Directly accountable for a \$46 million dollar P&L, with over \$140 million dollars of patient volume directed to a Mayo Clinic Destination Practice or Health System for care.
- **Strategic Management & Partnerships:** Accountable for the development of local, national, and global strategies to attract patients to Mayo Clinic and grow revenues. Developing community collaborations, joint ventures, and strategic alliances that enhanced patient experience, healthcare cost, and healthcare quality/outcomes.
- **Business Transformation:** Responsible for the end-to-end transformation of the entire corporate business segment; which includes an organizational redesign and complete reconstruction of all products, processes and capabilities.
- **Key Accomplishments by Business Line:**
 - o Community Health Collaborative – Developed and launched multi-state community health partnerships that brought together care systems and employers across a state to form accountable care networks infused with patient centered medical home approaches.
 - o Third Party Administrative Claims Processing – Successfully delivered over \$700 million dollars in medical claims discounts to our clients

through a national provider network.

- o Health Services "Medical Management Services" – Through effective utilization management, integrated case management, disease management, medical determinations, and evidence based medical guidance we've held the growth trend in medical cost by 2.9% less than the 2017 national average of 6% in partnership with health system providers and care practices.
- o Mayo Clinic Pharmacy Benefits Solutions Standalone – Launched an independent pharmacy benefits business that can be sold separately from the health plan management services. The first year projections are over \$1 million in new business revenue as a carve-out offering.
- o Ask Mayo Clinic Nurseline & Online – Through strategic partnerships, we untethered the nurseline telephonic product from the digital healthcare decision support tool, in order to offer each in an a-la-carte fashion.
- o Mayo Clinic Tobacco Quit Program – Successfully closed the telephonic coaching based service with a re-solutioned tobacco cessation partnership with the Truth Initiative and the Mayo Clinic Nicotine Dependency Center. (www.truthinitiative.org)
- o Reimbursement Accounts – Negotiated new agreements to offer a broad range of flexible spending accounts and health savings accounts to employers across the country.

Humana Insurance Inc. - Wellness Innovation Leader "P&L Owner" (Head of Wellness Innovation)

6/7/2014 – 3/7/2016

Louisville, KY | www.humana.com

- **Leadership & Governance:** Responsible for the overall leadership, governance, strategic execution, financial stewardship, technology and business process implementation within Humana's consumer centric ecosystem.
- **Technology & Innovation:** Driving innovative technology investments and new products within a portfolio of enterprise systems, eligibility, enrollment, product, service platforms, mobile applications, user interfaces, API services and web portals.
- **Financial Management & Monetization:** Accountable for the overall management and leadership of a 4-year P&L program with over \$70 million dollars in capital investments and over \$270 Million in financial benefits. (Consumer Centric Ecosystem / Loyalty & Wellness)
- **Portfolio Management:** Accountable for over 100 projects within a portfolio of innovative consumer solutions with an impact on over 150 internal employees.
- **Strategic Partnerships:** Accountable for over 5 strategic partnerships with several revenue related targets (WW, KB, PE, EV, FB)
- **Organizational Transformation:** Responsible for aiding the organization in its consumer centric change efforts as a change leader and key advisor.
- **Key Accomplishments:**
 - o This includes two Wallstreet Journal articles in celebration of these initiatives. (Weight Watchers Partnership, Humana Vitality App)
 - o Connected over 50 digital partners to our app ecosystem
 - o Launching the first Stand Alone Eligibility and Enrollment Platforms
 - o Successfully implementing IBM's Business Process Management Software to automate our end to end processes from sales to customer onboarding
 - o Launching a suite of product lifecycle management tools to pull together all our capabilities in one system for our clients
 - o Scoped and began development of the first Humana Wellness consumer data integration applications and data analytics systems
 - o Successfully launched several consumer facing mobile applications, web portals, and mobile messaging systems

UnitedHealth Group – Associate Vice President of Payer Strategy & Innovation

1/14/2008 – 3/14/2014

Minnnetonka, MN | www.unitedhealthgroup.com

- **Strategic Leadership:** Responsible for the overall operations strategy and execution strategy for Health Plan clients.
- **C-Suite Level Consultative Selling:** Responsible for listening to client needs and offering solutions based on Optum's vast products/services portfolio. Nurturing client relationships as a thought partner, strategic adviser and reliable problem solver.
- **Solution Architecture:** Designing and simplifying complex solutions for clients in statements of work and program design plans that aid in the implementation and execution of our offerings.
- **Innovation & Product Development:** Leveraging innovation based methodologies to enhance our existing products and services to meet the demands of our clients and markets. Developing and promoting new product and service mixes to the ELT and various clients.
- **Network Contracting:** Contract with providers to meet network adequacy standards for the Health Plans. This includes contract negotiation, data analysis, contract review and editing.
- **Internal & External Partnerships:** Galvanizing internal and external partnerships to create a holistic solution to meet our client needs.
- **Program Management:** Leading large consulting programs with high level clients. Manage multiple projects and tasks with rigid deadlines and critical milestones.
- **Contract Management:** Developing processes to track and manage contracts, while acting as an advisor in interpreting and conveying contractual agreements.
- **Financial & People Management:** Accountable for managing a consulting staff to the agreed upon client budget. Responsible for leading and developing consultant teams toward execution of the client deliverables.
- **Key Accomplishments**

RECEIVED

JUL 2 2022

President of the Senate

- o *Entrepreneurial*: Working collaboratively to build a start-up health plan from its conception to operationalization with a 50 million dollar budget. This health plan was owned by an integrated delivery system with over 6 billion dollars in revenue.
- o *Monetization*: Helped to achieved \$8 Million dollars in new sales.
- o *Mergers & Acquisitions*: Successfully lead the restructuring effort and sale preparation, organizational optimization, and dissolution of a mid-sized health plan.
- o *Strategy*: Successfully co-developing innovative network and clinical strategies to transform health plans across the country. This includes technology infrastructure, business models, and consumer approaches.
- o *Advisory*: Consulting internal businesses on strategy and business management methodologies to successful challenge market opportunities.
- Six Sigma Black Belt & Strategic Initiative Leader: Optum Quality & Continuous Improvement – 2 Years (2010 – 2012)
 - o Led over \$3 million dollars in improvements through several strategic initiatives including, voice of the customer, employer market transformation, and key account billing.
 - o Relied upon as a thought leader to consult enterprise business units in the deployment of efficiency innovations to grow profitability and enhance technology investments.
- Finance Operations Leader: UHC Pharmaceutical Solutions – Finance - 2 Years (2008-2010)
 - o Led over \$5 million dollars in improvements as chief architect of the financial deliver model and manager of the business solutions team. My responsibilities included the oversight of analyst whom audited and processed over \$538 million dollars in financial instruments year over year.
 - o Acknowledged as an innovative business model architect in my design of an operations unit and PMO to manage the over \$500 million dollars in transactions.
- Marketing Leader: Optum Consumer/Marketing Science – 6 months (2008)
 - o Co-developed the first consumer marketing profiles of the organization which enabled marketing leaders to target consumers in specific segments based on psychological, demographic, and geographic evidence.

Additional Employment History

UCare Minnesota | www.ucare.org – 2012 (Health Maintenance Organization)

- Strategic Initiatives Leader: Corporate Strategy – Led the conceptualization, portfollo management and execution of several strategic initiatives which include member and provider experience, acquisitions and partnerships, market and competitive intelligence.

Best Buy Corporation | www.bestbuy.com - 2005-2006 (Best Buy Government & Education)

- Federal Government Strategy & Sales Leadership: Adding in the development and this start-up division to create a new distribution channel for commercial electronics products. Developing relationships with over 100 C-Level buying agents. Closing over 1.3 million dollars in transactions within several product lines including health/fitness, Geek Squad, and televisions.

Minneapolis Urban League & The State of Minnesota Department of Health

www.mul.org | www.health.state.mn.us - 2000 to 2002 (Tobacco Endowment Non-Profit Partnership)

- Program Manager: Health Policy & Community Health. Leading largescale community health initiatives. Consulting the State of Minnesota via executive committees on financial decisions related to the 500 million dollar endowment.
- National Thought Leader: National youth marketing model thought leader, speaker, presenter, and devoloer of strategies to influence youth behavior.

Qwest Communications | www.qwest.com / www.centurylink.com - 1997 to 2000

(Large Business – Government – Healthcare)

- Product/Business Manager: Internet Service Provider Solutions Group . Managing the first launch of the Megabit/DSL product nationwide.
- Product development, delivery, life-cycle management, and innovation.
- Sales Engineering and Six-Sigma

RECEIVED

JUL 2 2022

Entrepreneurship

1998 — Present

Minneapolis, MN

President of the Senate

- Omniborn Healthcare Transformation Company: Founder & Chairman | Volunteer based healthcare transformation cooperative. Our goal is to partner with industry and non-industry assets to develop the best practices for future healthcare sustainability. We work collaboratively with diverse stakeholders in the healthcare ecosystem to advance the most complex market opportunities. (2004 to present)
- EO Systems: Founding Partner/Marketing/Investor Relations Leader | Chief business architect of customer experience, external facing business model, operating disciplines, and strategic development plans. (2001 to 2004)
- Real Estate One: Partner | Full service real estate agency. Realtor with over 3 million dollars in total listings. (2004 to 2007)
- Movement Marketing: Founder & CEO | Urban marketing science company. Chief business architect of the marketing science and customer experience approach, external facing business model, operating disciplines, and strategic development plans. (1998 to 2001)

Education

1997 — Present

- University of St. Thomas: Doctorate in Leadership (Ed.D), ABD December 2019 (Healthcare Strategy, Innovation, & Transformation)
- Harvard University: Strategic Management Graduate Certification, June 2018
- Hamline University: Master of Business Administration, Completed 2012
- Metropolitan State University: Bachelors of Arts in Enterprise Development, Completed
 - o University of Minnesota: Bachelors of Arts in Managerial Economics – (MN Student Senator / President of Multicultural Student Associations) Transferred out in senior year

CURRENT SERVICE & BOARD EXPERIENCE

- MNSure: Former Chair of the Health Industry Advisory Committee/ Now Member | Leading the 17 member industry advisory committee representing various industry constituencies including several multi-billion dollar institutions and strategic community based non-profits.
 - o MNSure is a new central marketplace where Minnesota individuals, families and small employers can get quality, affordable health insurance and access tax credits or assistance to help pay for coverage. MNSure is a Public Health Exchange authorized by the PPACA. MNSure is being developed through a collaborative, multi-agency effort with the Department of Commerce, the Department of Health, the Department of Human Services, MN.IT and Minnesota Management and Budget.
 - o Executed the build out of a \$120 million technology and operations infrastructure in one year.
 - o Enrolled over 120,000 Minnesotans during the first year of operations.
 - o Co-developed the first strategic planning imperatives to support the sustainability of MNSure
- Southside Community Health Services: Board Member / Former Finance Committee Chair/ Board Treasurer | Federally qualified health center serving over 10,000 patients per year with about \$8 million budget.
- YMCA Blaisdell: Board Member | Christian based health and wellness organization.
- TC More Real Estate Association: Former Board Treasurer | Twin Cities Minority Real Estate Association.
- Inspire Community Corporation: Board Chair | Healthcare focused community development company
- *More available upon request*

RECAP

<i>Engaging People</i>	<i>Creating Value</i>
<ul style="list-style-type: none"> - Executive Leadership & Service - Partnerships, Communication & Collaboration - Governance, Structures and Organizational Culture <p>Over 18 years of experience managing knowledge workers in complex organizations. Over 15 years of strategy, financial management and “leading leaders” experience. Over 11 years of Board of Directors experience in both the not for profit and the small business arena. A lifelong legacy of community service, volunteerism, and investing in people.</p> <p>Excellent communicator, mediator, presenter, and active listener. Qualified State of Minnesota ADR civil mediator & negotiator under rule 114. Strong understanding of large group dynamics, matrix organizations and business transformation.</p>	<ul style="list-style-type: none"> - Entrepreneurial Management, Finance & Scientific Management - Strategy, Innovation & Transformation - Portfolio Leadership & Product Development <p>Over 18 years of entrepreneurial management, innovation, portfolio management, product life cycle management, business modeling, process mapping, and consulting experience; with a focus on strategy, marketing, and organizational synergies. Deep experience in developing and monetizing products and services in the not-for-profit, public and the private sector.</p> <p>Unique ability to take abstract concepts and organize them into understandable tools. Highly sought after thought leader and strategic thinker within large and small business communities. Expert skills in leading large initiatives across complex organizations or partnerships.</p>

RECEIVED

JUL 2 2022

President of the Senate

Part I: Position Sought

Agency Name: Professional Educator Licensing and Standards Board
Position: Public Member

Part II: Applicant Information

Name: Reuben Moore
Phone: (612) 275-1171
County: Dakota
Mn House District: 51B
US House District: 2
Recommended by the Appointing Authority: False

Part III: Appending Documentation

Cover Letter and Resume

Type	File Type
Resume application/pdf	

Additional Documents (.doc, .docx, .pdf, .txt)

Type	File Name
No additional documents found.	

Veteran: No Answer

Part V: Signature

Signature: Reuben Moore
Date: 6/6/2022 11:36:55 AM

EVO PDF Tools Demo

RECEIVED

JUL 2 2022

President of the Senate