



Janna Cordeiro M.P.H.  
Non-Profit & Public Health Consultant  
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## SUMMARY

Consultant, strategist, and researcher with 20 years of non-profit, foundation, and university experience. Strengths lie in project management, strategic planning, grant writing, program evaluation, leadership and tactical execution of long-term projects, group facilitation and coordination. Seeking opportunities to consult with foundations, public health departments, and non-profit organizations to develop new programs and initiatives, write grants, conduct qualitative research, evaluate outcomes from grant making or public health programs, and develop strategic planning processes.

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## SKILLS AND EXPERTISE

- Project Management and Program Development
- Program Evaluation and Grant Portfolio Analysis
- Strategic Planning and Priority Setting
- Grant Writing
- Qualitative Research
- Professional and Technical Writing
- Grant Administration and Peer Review Process
- Cross-disciplinary Team Management
- Personnel Management, Hiring, and Supervision

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## PROFESSIONAL EXPERIENCE

6/08-present **Janna N. Cordeiro, Independent Consultant** – San Francisco, CA  
**Sole Proprietor**

Work collaboratively with foundations, non-profits, and public health agencies to conduct comprehensive evaluations and create outstanding programs. Clients include Zero Breast Cancer, San Francisco Department of Public Health, The Breast Cancer Fund, and the California Breast Cancer Research Program. Key projects and accomplishments include:

- Securing a \$500K Safe Routes to School grant for the SF Department of Public Health;
- Guiding a multi-disciplinary/multi-institutional team to develop report back materials for a research study investigating causes of early puberty;
- Leading multi-level strategic planning for a state-funded foundation reviewing 5 years of grant funding; and
- Evaluating initial outcomes from a \$26 million effort to fund innovative research addressing environmental links to breast cancer and disparities.

12/00-6/08 **CALIFORNIA BREAST CANCER RESEARCH PROGRAM** – Oakland, CA  
**University of California Office of the President**  
**Coordinator of Special Projects**

Since 1994, the California Breast Cancer Research Program has awarded over \$225 million in over 900 breast cancer research grants. As Coordinator of Special Projects, I provided leadership, project management, and coordination of long-term program initiatives including strategic planning, program evaluation, and development of new research priorities.

- *Special Research Initiatives (SRI)*: Developed research priorities for \$26 million major initiatives addressing the environmental links to breast cancer and the unequal burden of the disease. Collaborated with management team, led planning process, implemented stakeholder meetings, coordinated workgroups, and wrote communication documents.
- *Strategic Planning and Priority-Setting*: Developed and implemented multi-phase strategic planning process. Led Advisory Council, conducted analyses, wrote data summaries, commissioned position papers, and coordinated decision-making retreat.
- *Program Evaluation*: Collaborated with a wide variety of program stakeholders (breast cancer advocates, researchers, clinicians, and industry representatives) to create a program evaluation plan. Oversaw study design, data analysis, writing and production of evaluation reports for both lay and scientific audiences.
- *Other Duties*: Led International Cancer Research Partners (ICRP) outcomes subcommittee to compile and develop evaluation trends and best practices. Recruited, hired, and trained several staff, consultants, and interns.

6/99-12/00

**CONWAL, INC/Contract with CDC – McLean, VA**  
**Qualitative Research Coordinator**

Led the qualitative component of a large multidisciplinary research project exploring the context in which CDC-funded CBOs function.

- Conducted focus groups, site visits, in-depth interviews and observations with CDC staff and CBO staff located around the US.
- Produced final report including recommendations to the CDC.
- Wrote executive summary versions of final qualitative report for various audiences including project officers at the Centers for Disease Control and Prevention (CDC), staff at community-based organizations (CBOs), and health department personnel.
- Supervised two full-time and two part-time research team staff.
- Met all project deadlines, managed complex scheduling and timelines.

7/97-5/99

**ROLLINS SCHOOL OF PUBLIC HEALTH, EMORY UNIVERSITY– Atlanta, GA**  
**Project Coordinator for the Health Intervention Project (HIP)**

- Utilized motivational interviewing and stages of change assessment to deliver theory based HIV intervention for African American women who use drugs.
- Conducted quantitative baseline, exit, and follow-up interviews.
- Implemented client-centered pre and post-test HIV test counseling.
- Conducted qualitative research to develop intervention.

9/92-8/96

**BRATTLEBORO AREA AIDS PROJECT – Brattleboro, VT**  
**Women’s Program Coordinator**

Developed, implemented, and evaluated award winning HIV prevention programs for women and girls in high risk situations.

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**EDUCATION**

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**Masters in Public Health**, May 1998  
 Rollins School of Public Health at Emory University, Atlanta, GA

**Bachelor of Arts**, May 1992  
 Marlboro College, Marlboro, Vermont

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## PUBLICATIONS

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### PEER REVIEWED PUBLICATIONS AND PRESENTATIONS

Plumb, M., Collins, N., Cordeiro, J., & Kavanaugh-Lynch, M.H. (2008). *Assessing Process and Outcomes: Evaluating Community-Based Participatory Research*. Progress in Community Health Partnerships: Research, Education, and Action. 2(2), 85-86, 87-97.

“Assessing Process and Outcomes: Evaluating Community-Based Participatory Research.” Paper presented at the annual meeting of the American Public Health Association, Boston, Ma. 2006.

[http://apha.confex.com/apha/134am/techprogram/paper\\_137524.htm](http://apha.confex.com/apha/134am/techprogram/paper_137524.htm)

“Increasing Community Interest and Success in Community-Based Participatory Research.” Paper presented at the annual meeting of the American Public Health Association, Boston, Ma.. 2006. Natalie Collins, Marj Plumb, Walter Price, Janna Cordeiro, and Marion Kavanaugh-Lynch.

Chillag, K, Bartholow, K, Cordeiro, J, et al. (2002). *Factors affecting the delivery of HIV/AIDS prevention programs by community-based organizations*. AIDS education and prevention, 14(3 Suppl A), 27-37.

“What’s Love and Sex Got to Do with It? Understanding How Relationships Influence HIV Risk Reduction Among At-Risk Women.” Paper presented at the annual meeting of the American Public Health Association, Washington, DC. 1998. Janna Cordeiro, Claire E. Sterk, and Kirk W. Elifson.

### EVALUATION AND OTHER REPORTS

Cordeiro, J.N., Birkey-Reffey, S., Grossmann, C. (2008). *Evaluating Career Development Awards: Lessons Learned and Recommendations from the International Cancer Research Partners*. International Cancer Research Partners. <http://www.cancerportfolio.org>

Cordeiro, J.N., Plumb, M, Kavanaugh-Lynch, M. (2007). *Special Research Initiatives Strategy Development Plan*. Oakland, CA. California Breast Cancer Research Program. <http://www.cbcrc.org/sri/SRIstrategyPlan103107.pdf>

Plumb, M., Collins, N., Cordeiro, J. N., & Kavanaugh-Lynch, M. (2007). *Transforming partnerships: The relationship between collaboration and outcomes in the community research collaboration awards*. Oakland, CA: California Breast Cancer Research Program. <http://www.cbcrc.org/community/TransformingPartnerships.pdf>

Plumb, M., Collins, N., Cordeiro, J. N., & Kavanaugh-Lynch, M. (2005). *Transforming research: An evaluation of the community research collaboration awards*. Oakland, CA: California Breast Cancer Research Program. [http://www.cbcrc.org/publications/evaluations/crc\\_eval\\_2005.pdf](http://www.cbcrc.org/publications/evaluations/crc_eval_2005.pdf)

Cordeiro, J.N., Astorga, A. *Assessing direction and outcomes: Evaluating the new investigator awards*. (2002). Oakland, CA: California Breast Cancer Research Program. <http://www.cbcrc.org/publications/evaluations/assessing.pdf>

Cordeiro, J.N., Bradley, S. (2001). *Understanding the impact: Evaluating the postdoctoral fellowship awards*. Oakland, CA: California Breast Cancer Research Program. <http://www.cbcrc.org/publications/evaluations/postdocEval.pdf>