

# Janna N. Cordeiro, MPH

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415.734.8345

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## SUMMARY

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Public Health consultant, strategist, and researcher with over 25 years of non-profit, foundation, and university experience. Strengths lie in project management, strategic planning, grant writing, program development and evaluation, implementation of long-term projects, group facilitation and coordination.

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## SKILLS AND EXPERTISE

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- Project Management
  - Program Development + Evaluation
  - Strategic Planning
  - Advocating for Effective Public Health Policies + Programs
  - Grant Writing
  - Qualitative Research
  - Professional and Technical Writing
  - Cross-disciplinary Team Management
  - Chronic disease prevention, breast cancer research, HIV prevention, workplace wellness
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## PROFESSIONAL EXPERIENCE

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4/17-present

**SAN FRANCISCO WHOLESALE PRODUCE MARKET (The SF Market)**– San Francisco, CA

**Program Manager**

Developing, implementing and evaluating programs that carry out the mission and strategic plan of the San Francisco Wholesale Produce Market. Responsibilities include: coordinating fund development effort to secure \$5Million for The SF Market's Reinvestment plan; raising the profile of The SF Market through complete rebranding effort, visual identity, website overhaul, PR strategy, and implementing a social media strategy; managing the successful Food Recovery Program; developing other community engagement programs at The SF Market including community produce donations, healthy retail/food access policy efforts, educational tours, workforce development, and outreach to local farmers.

6/08-4/17

**Janna N. Cordeiro, Independent Consultant** – San Francisco, CA

**Sole Proprietor**

Worked collaboratively with foundations, non-profit organizations, and the SF Department of public health to develop new initiatives, write grants, conduct qualitative research, guide development of wellness policies, evaluate outcomes from grant making and public health programs, advocate for effective policies, and develop strategic planning processes. Key successes included:

- Providing technical assistance to community-based organizations and health advocates who are educating stakeholders about the harms of sugary drinks;
- Coordinating the Open Truth campaign ([www.opentruthnow.org](http://www.opentruthnow.org)) designed to reduce consumption of sugary drinks and expose industry tactics;
- Providing technical assistance to 3 large youth-serving organizations to develop healthy eating and physical activity policies;

- Successfully advocating for public health policies to prevent chronic diseases fueled by sugary drinks including warning label legislation, sugary drink tax on distributors, and resisting pouring rights contracts at universities;
- Leading strategic planning and evaluation for a foundation reviewing multiple years of breast cancer research grant funding;
- Securing almost \$6 Million in grants for SF Safe Routes to School program;
- Leading multi-disciplinary/multi-institutional team to develop report back materials for a research study investigating causes of early puberty.

Clients included: The California Endowment, Latino Coalition for a Healthy California, California Breast Cancer Research Program, San Francisco Department of Health, Shape Up SF Coalition, SFHIP, UCSF, Zero Breast Cancer, and Breast Cancer Fund.

12/00-6/08

**CALIFORNIA BREAST CANCER RESEARCH PROGRAM** – Oakland, CA  
**University of California Office of the President**  
**Coordinator of Special Projects**

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 planned 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.
- 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.

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## EDUCATION

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**CrossFit Level 1 Trainer**, September 2016

**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