

## JD DAVIDS

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### HIGH-LEVEL STRATEGIC SYNERGY

- Accomplished Strategist • Dedicated Team Leader • Passion for Organizational Alignment
- Skilled Integrator of Internal and External Efforts • Content Creator and Channel Marketer

Seasoned, collaborative strategist with a rare mix of experience bridging social service, public policy, health care and research advocacy, journalism and media relations, and social justice mobilization, with deep roots in HIV, harm reduction and LGBT health and services.

A committed, supportive and engaging facilitator, communicator, and an affable and effective motivator who builds and catalyzes high-performing teams. Together, we develop and achieve goals and strategies for maximum impact, ensure inclusion and equity, and attend to a diverse range of internal and external stakeholders, partners and constituencies to reach shared goals.

An agile network weaver with decades of relationships, skills and practices to inspire commitment and enliven organizational mission, vision and strategic plans while fostering positive, productive work environments. Facile with -- and delighted by -- relationship building, customized language and communications practices, and cultural considerations within and across a wide range of professions, generations and communities. A rapid, effective writer and editor across many styles.

### KEY ACCOMPLISHMENTS

More than 25 years of collaborative, communication-focused work strategizing and deploying high-impact strategies, projects, campaigns, resulting in:

- **Access to HIV treatment for millions** worldwide through generic medication, PEPFAR and the Global Fund for AIDS, TB and Malaria, via ACT UP Philadelphia and Health GAP.
- **Development of influential, national mobilization/rapid response infrastructure** bridging HIV advocacy and early adoption of digital communications, via CHAMP.
- **Win of first-ever national HIV/AIDS strategy** as founding member and central communication/mobilization strategist in the Coalition for a National HIV/AIDS Strategy.
- **Widespread recognition of HIV treatment as prevention**, now known as U=U, as founding task force member of Prevention Access Campaign.
- **Early innovation on effective “We can end AIDS” messaging** in 2004, via CHAMP.

### CURRENT WORK

JD STRATEGIES | BROOKLYN, NY

Founder

2018-present

*Services linking internal, network, and external communication; communications coaching; and strategic planning and organizational development. Key accomplishments include:*

- Providing strategic planning, organizational development roadmap and communications plan for *The Reunion Project*, network of long-term survivors of HIV and people living with HIV who are over 50.
- Designing and leading implementation of a comprehensive and ready-to-scale-up urgent response plan for *Positive Women’s Network*, a high-impact, intergenerational group of women and trans people living with

HIV, active across HIV, health care, services and justice issues.

- Serving on design team of *HIV Racial Justice Now*, an influential summit of leaders of color.
- Serving on inaugural leadership team of the *Radical Communicators Network*, a growing network of 800 communications professionals.
- Creating stakeholder report with strategic communications recommendations and serving as coach on racial justice for *Sero Project*, a national group fighting HIV criminalization.
- Speaking and writing on transgender health and living with chronic conditions.

## **TRANSGENDER STRATEGY CENTER**

**Co-founder and Faculty**

**2018-present**

*New, trans-led group powered by a network of trainers, coaches, and consultants. Key accomplishments include:*

- Co-creation of start-up's strategic vision, funding pitch, and agenda for founding retreats.
- Piloting program of communications training and coaching to trans leaders and groups.
- Developing communications framework and best practices for organizational launch.
- Planning transgender communicators' consultant bank and strategic roundtable.

## **COMMUNICATIONS EXPERIENCE**

### **REMEDY HEALTH MEDIA**

**Director of Strategic Communication, TheBody**

**2017-2018**

**Managing Editor, TheBody**

**2014-2017**

*Long-standing HIV-focused site for people with HIV, clinicians and researchers, with 15M unduplicated visitors/year. Key accomplishments include:*

- Created and led unprecedented strategic communications/marketing plan to increase impact and influence.
- Built and implemented comprehensive system for content development/calendar and associated practices.
- Reorganized five-member team, creating new Director of Strategic Communications position, and developed practices for internal communications and staff development.
- Led creation of new verticals on trans health (broader than HIV), HIV prevention, hepatitis C and wellness.
- Assigned, wrote, edited, and promoted high-traffic, rapid response content on breaking news and emerging issues, such as analysis of Charlie Sheen HIV disclosure, best practices on gender-confirming surgery for trans women, and Trump-era political coverage.
- Wrote high volume of rapid, accurate and engaging content, including features, opinion, news, information, and advertising and marketing materials.
- Launched partnerships with AIDS United, American Academy of HIV Medicine, Positive Women's Network—USA, Prevention Access Campaign, ProPublica, others.
- Served as executive producer or producer of eight high-end multimedia segments, primarily featuring long-terms survivors of HIV, LGBT leaders and senior medical professionals.

### **Community HIV/AIDS Mobilization Project (CHAMP)**

**Founding Executive Director**

**2003 – 2010**

*National initiative using network-building and digital communications strategies, coalition- and base-building, and media work to revitalize HIV/AIDS advocacy, secure funding for strategic HIV prevention research, and develop a movement for HIV prevention justice modeled on the reproductive justice movement. Key accomplishments include:*

- As chief executive officer, oversight of all aspects of fundraising, communications, administration and

programming for \$750K budget and staff of seven.

- Developed, oversaw and provided strategic communications within and across programs, including:
  - *Strategy Lab for Prevention Policy*, an interdisciplinary communications network linking people living with HIV, researchers, prevention providers, and public officials;
  - *Prevention Research Advocacy Working Group*, which provided targeted training and mobilization initiative on community involvement on HIV prevention research policy and implementation;
  - *Prevention Justice Partnerships*, which provided technical assistance and capacity -building on community mobilization, policy, and communications work to 15 geographically-disparate local groups; and
  - *Project Unshackle*, which built a network at the complex intersection of HIV and mass imprisonment.
- In alliance with SisterLove and AIDS Foundation of Chicago, developed framing, messaging, and a series of public events and network trainings on “HIV prevention justice.”
- Provided messaging and mobilization to galvanize U.S. HIV community on key intersectional issues, including in-home services and support and LGBT inclusion in elder services (in support of the Caring Across Generations campaign), housing services, and LGBT health.
- Publisher of training materials and policy publications, including *HHS Watch*, to shed light on federal policies and issues, and *Solidarity Project*, which promoted reporting and calls-to-action on intersectional issues.

## **SELECTED POLICY, ADVOCACY AND SERVICE EXPERIENCE**

### **Positive Women’s Network of the USA:**

#### **Founding Advisor**

**2008 – present**

Engage in strategic planning and communications as longtime ally of national, intergenerational network of women and people of trans experience living with HIV. Currently serve as mentor for policy training project.

### **AIDS Foundation of Chicago (AFC):**

#### **Director of National Advocacy and Mobilization**

**2011 – 2014**

Led policy work, strategy and program development, media and communications, alliances and partnerships, development, training, and mobilization focused on federal and national HIV prevention, treatment, research, and justice issues. Directed the *HIV Prevention Justice Alliance (HIV PJA)*, a 13,000-member communications network uniting individuals and organizations at the intersection of HIV/AIDS and social, racial, and economic justice, including housing and health care access. Led human rights networking zone and We Can End AIDS mobilization at AIDS 2012 as well as community engagement for the film *How to Survive a Plague*.

### **Health GAP Coalition:**

#### **Founding Member and Organizer**

**1999 – 2003**

Secured funding and developed structure for transition from volunteer group to organization with four staff people and two consultants in three cities; coordinated media work for initiative for lifesaving antiretroviral treatment to millions of people worldwide.

### **Division of AIDS, National Institute of Allergy and Infectious Diseases (NIAID), NIH**

#### **External Expert Advisor, Strategic Working Group**

**2008 – 2011**

Worked closely with external scientists, leadership, and primary investigators of global extramural research networks and NIAID staff to evaluate requests for trials with \$25M+ budget and to develop recommendations for global HIV/AIDS research issues cutting across the different networks, including development of strategies for HIV treatment as prevention and the framework for network re-competition.

**Federal AIDS Policy Partnership (FAPP):****Founding Member****2002 – 2011****Co-chair****2006 – 2008**

Led strategic planning and information-sharing with 83 national and regional member organizations on public policy, communication, and advocacy strategies on federal policy; active in prevention working group.

**AIDS Treatment Activist Coalition (ATAC)****Founding Steering Committee****2000 – 2003**

Founding member of national coalition to advance research on HIV/AIDS and broaden access to treatment; established Access to Treatment in Prisons and Jails working group; designed curricula for community trainings.

**ACT UP Philadelphia****Organizer, member of national Women's Caucus****1991-2002**

As a core member of all-volunteer grassroots AIDS activist group, held substantial responsibility for all aspects of organizing, media work, and mobilization, with focus on research, health care access and gender justice.

**Philadelphia FIGHT****Director of Advocacy****2001 – 2002****Director of Education****1995 – 2000**

- Focused on national and international HIV/AIDS treatment and research advocacy, using policy analysis, community organizing, and leadership development.
- Served as interim director of Critical Path AIDS Project on HIV and technology.
- Founded and directed *Project TEACH*, an innovative research and treatment advocacy program that trained more than 3000 people living with HIV, providing state-of-the art information often inaccessible to people of color relying on public systems of health care, serving as lead instructor; providing technical assistance on training in New York City, Baltimore, Washington DC, Detroit, Miami, San Francisco, Nairobi, and Durban; leading program development and curriculum design for additional programs focusing on formerly imprisoned people, Spanish speakers, and members of church congregations; and supervising full-time staff of four plus peer educators, interns, and volunteers.

**SELECTED EDUCATION AND TRAINING**

School for Radical Purpose: entrepreneurial coaching cohort	2019
Emergent Strategies Immersion Institute	2018
Solutions Journalism Workshop	2015
The Art of Participatory Leadership and Social Change	2011
Rockwood Leadership Institute: Fellowship for LGBTQ Advocacy	2011
Participatory Leadership Institute on Facilitation	2010
Spin Project Academy on Strategic Communication	2003

Columbia University: Charles H. Revson Fellow; graduate seminar: The Life and Times of Malcolm X

Temple University: BA, Women's Studies and English, graduated with honors

**REFERENCES, PUBLICATIONS AND AWARDS/HONORS AVAILABLE UPON REQUEST**