

Joshua F. A. Peck

(b)(6)

Professional Summary

Distinguished career showcased by extensive experience and achievements in marketing, public health, electoral and advocacy campaigns. Specializing in healthcare enrollment, outreach to hard-to-reach communities and rigorous data-driven approaches to measuring impact. 10+ years of experience working on the passage, implementation, and defense of the Affordable Care Act and 20+ years of experience using technology to facilitate mass participation.

Summary of Strengths:

Strategy Development – Marketing – Program Creation – Risk Assessment – ROI Analysis – Budget Management
Fundraising – Public Speaking – Public Relations – Press & Media Relations – Digital Media –
Minority & Low-income Outreach – Navigating Bureaucracy – Team Support, Motivation & Leadership

Work Experience

Get America Covered, Washington, DC

Co-Founder (2017 – Present)

- Co-Founded Get America Covered a non-profit organization dedicated to helping people get covered and stay covered in the Health Insurance Marketplaces after the Trump Administration announced plans to cut the HealthCare.gov outreach budget by 90%
- Led on shaping the narrative about ACA enrollment and pushing back on Trump Administration misinformation
- Amplify the voices of former officials, celebrities and influencers to get out the word during open enrollment including: President Barack Obama, Former HHS Secretaries Sylvia Burwell, Kathleen Sebelius, Jimmy Kimmel, Alyssa Milano and George Takei
- Engage celebrities and influencers to promote Open Enrollment including: Pete Davidson, Van Jones, Jimmy Kimmel, Alyssa Milano, Martin Sheen, George Takei, and Bradley Whitford
- Serve as an on the record spokesperson for hundreds of TV, radio and print interviews garnering thousands of hits and hundreds of million media impressions for Open Enrollment
- Co-Chair of Get Covered 2021 a coalition of 15 State Based Marketplaces and Get America Covered to promote 2021 health coverage
- Credited by NPR with the extension of the 2019 Open Enrollment Period after a successful social media campaign supported by Vice President Joe Biden, Mayor Pete Buttigieg, and Senator Elizabeth Warren
- Briefed the Senate Democratic Policy and Communications Committee, as well as individual members of Congress and their staff about Open Enrollment Period and outreach best practices
- Testified before the House Appropriations Subcommittee on Health, Education and Labor on the impact of marketing on enrollment
- Assisted with the submission and review of dozens of HHS FOIA requests and submitted an Amicus brief in Demand Progress' "Take care" lawsuit against the Trump Administration
- Raised over \$1.5 million and managed a 10 person team for the 5th, 6th, 7th, and 8th Open Enrollment Periods

For Good, LLC, Washington, DC

President (2011 – 2014, 2017 – Present)

- For Good, LLC advises leading nonprofits and corporations on marketing and advocacy campaigns with a focus on data-driven strategies and hard to reach communities. Work includes:
 - CiviConnections (2020 to Present): Creating and executing a data-driven plan to evaluate and improve California's COVID-19 public health paid media campaign
 - AGIS (2020): Made recommendations to the Open Society Foundation US leadership team on strategically investing in power-building grants over the next decade
 - Fair Census Project (2019-2020): Led the design, execution and evaluation of a campaign to increase 2020 Census response rates in undercounted communities
 - Centene (2018 - 2020): Advised the largest provider of plans in the Health Insurance Marketplaces on marketing strategy to increase enrollment and retention
 - Protect Our Care (2017): Contributed to Protect Our Care digital strategy to prevent the Republican effort to repeal of the Affordable Care Act
 - MoveOn (2017 - 2018): Oversaw MoveOn's brand update and redesign process and was tapped to help envision and execute its 2018 Real Voter Voices electoral persuasion effort
- Other clients include: Ally Sotak (Egypt), Australian Greens (Australia), Bendigo Bank (Australia), Breakthrough (India), Campaign for Tobacco Free Kids (Nigeria, Senegal, Uganda, China, Kenya), Civic Engagement Lab, Credo Mobile, The Gates Foundation, National Democratic Institute (Egypt, Rwanda, Indonesia), SumOfUs.org, Rebuild the Dream, NARAL, Peers, Planned Parenthood, Presente, Purpose, RepresentUS, Service Employees International Union, The Rules, and Walk Free

Centers for Medicare & Medicaid Services, Washington, DC

Chief Marketing Officer & Senior Advisor, CCIIO & OC (2014 – 2017)

- Appointed to the Senior Executive Service for 2nd, 3rd, and 4th Open Enrollment Periods (OEPs) to develop and implement HealthCare.gov's growth and retention strategy
- Transformed the role of marketing during Open Enrollment using data-driven strategies to increase the percentage of marketing-driven enrollments three years in a row
- Guided the implementation and evaluation of \$200 million in outreach including: TV, radio, outbound calls, outdoor, print, social media, digital marketing (email, SMS, and digital ads) and traditional mail
- Championed the use of key outreach channels (Email, outbound calls, mail and search advertising) that ultimately proved to be among our most effective for growth and retention
- Pioneered nimble data-driven testing and modeling to evaluate the cost per enrollment for each marketing channel to improve the efficiency of outreach efforts to inform future ACA marketing spends
- Proposed and made the successful case to double the outreach budget to \$100 million for the fourth OEP based on the proven ROI of marketing investments during the second and third open enrollment periods
- Set the all time HealthCare.gov records for single-day and total cumulative enrollment on December 19, 2016, the final deadline of the Obama-Biden administration
- Championed a joint project between HHS and the IRS in what became the first-ever study to prove that getting health insurance coverage, promoted via outreach, lowers mortality rates
- Served as an on-the-record spokesperson for CMS in multiple press conferences and briefings
- Led a successful effort to establish a privacy framework for the federal government's use of digital advertising as an implementation of "Do Not Track" that garnered praise from the Electronic Frontier Foundation

Organizing for America & Democratic Party, Washington, DC

Deputy Director, New Media (2009 – 2010)

- Developed national online communication, electoral and advocacy strategies for the Democratic National Committee (DNC) and Organizing for America (OFA) across departments and in coordination with the White House
- Planned and implemented dozens of national grassroots campaigns on health reform, generating over 4.2 million direct constituent contacts with Congress and contributing to its eventual passage including:
- Directed all email communication to the President's list from concept to final approvals -- including emails to supporters from President Obama, Vice President Biden and First Lady Michelle Obama
- Supervised five teams and 41 staff responsible for all online fundraising, organizing, social media, mobile, tool development, design and content creation for BarackObama.com and Democrats.org
- Led the rebranding process for the Democratic Party and the redesign of Democrats.org

The ONE Campaign, Washington, DC

Senior Director, Internet and New Media (2006 – 2009)

- Member of the senior leadership team responsible for communication with ONE's two million members through the largest single-issue advocacy group email list
- Created the new media department and managed an 11 person staff with a \$2.2 million budget

Obama for America, Youngstown, OH

Regional GOTV Director (2008)

- Coordinated GOTV and boiler room operations for Mahoning, Trumbull, and Columbiana counties with 42 staging locations and 1000+ people on the ground

America Coming Together, Washington, DC

National Director of Field Technology (2004 – 2005)

- Played an integral role in designing and coordinating the first national mobile-device canvassing operation encompassing 11 states and 2,000 staff

Dean for America, South Carolina and New Hampshire

Field Director, South Carolina (2003 - 2004)

Regional Director, Nashua Region (2003, 2004)

United States House of Representatives, Washington, DC

Legislative Correspondent, Rep. Steve Rothman, D-NJ (2002 – 2003)

Razor Matrix, San Jose, CA

President (1999 – 2001)

Relevant Projects and Affiliations

National Democratic Institute (2011-2012)

- Trainer and Election Observer, Egypt -- Served on two election observation missions during Egypt's first free and fair election in decades and trained civil society organizations

- Political Party Trainer, Rwanda – Led a workshop for 80 young political leaders on grassroots organizing using new media in electoral politics in a 10 day multi-party program
- Panelist and Political Party Trainer, Indonesia – Presented on a multi-party parliamentary panel and in five individual party meetings on using new media in electoral politics and legislative advocacy

Education

Brandeis University, Waltham, MA

- Bachelor of Arts, Sociology (High Honors, Dean's List)
- "Transforming Oxfam America: Comparative analysis of the practices of lobbying groups." Paper presented to Oxfam America and at a Pew conference on "Higher Education and Civic Engagement"
- Served two terms as Student Union President overseeing an annual budget of \$800,000