

Systems Integration Project (SIP) Office Staff Bios



Angee Brown, PMP, BA
Senior Project Manager

Angee is a Program and Project Management Professional who works with visionaries and change agents to successfully plan and implement strategic initiatives. After nearly two decades of working in Strategic Operations, Information Technology and Marketing for firms ranging from large multi-nationals to regional and start-up firms, Angee knows what it takes to successfully orchestrate complex, multi-disciplinary projects to achieve business goals – and the importance of putting customers at the heart of her work.

Angee has supported Starbucks' credit and debit card launches and member rewards program. She worked at establishing new sales and distribution channels for Premera Blue Cross including implementation of three versions of the Healthcare Marketplace in support of the Affordable Care Act. She led the development of a global call center agent platform for the Expedia family of brands. She supported two, separate national bank mergers between Washington Mutual and Chase Bank and Wells Fargo and Wachovia.

Angee has been a certified Project Management Professional (PMP) since 2011. Angee holds a Bachelor's of Business Administration from Gonzaga University.

Angee shies away from most social media, but religiously uses the Marco Polo video chat application to keep in touch with family and friends from across the country.



ElenaMarie Burns, BA
Project Manager

ElenaMarie is a Project Manager who helps facilitate connections between 300 local health, education, and human services organizations by building technology and establishing relationships across sectors. As an individual that enjoys serving others, ElenaMarie believes that supporting a community brings a whole host of benefits to not only ourselves but to others around us. She has worked in operations and project management for 30-years, and at her last company, she supported enterprise telecommunication projects for elite status partners.

ElenaMarie holds a BA in Psychology and Human Development from SUNY Empire State College and is currently pursuing an MA in Mental Health Counseling. In 2017 she was awarded the Rochester Area Colleges Continuing Education (RACCE) Outstanding Adult Student Award. This year she was nominated for membership into Chi Sigma Iota, an international honor society that values academic and professional excellence in counseling.

ElenaMarie enjoys spending time with her husband and their three grandchildren and is involved in many community charities and activities through her sorority Beta Sigma Phi.

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Eric Haak, PhD, MS, MA
Data Scientist

Eric is a Data Scientist who works with non-profits to maximize their impact for community good. Eric believes data are an important tool for helping people tell their story.

Eric has published over a dozen peer reviewed articles in scientific journals. These publications include diverse topics such as Intimate Partner Violence, School Start Times, Biopsychology, Juror Decision Making, and Attachment.

Eric holds a Ph.D. and Masters of Science in Experimental Psychology from the University of Kentucky. He also holds a Masters of Arts in Developmental Psychology from Columbia University and a Bachelors in Psychology from Mercyhurst University.

When not doing data science, Eric enjoys baking and watching movies with his partner Jeannie and his dog Titan.



Jeff Pettenski, CCP
Technical Lead

Jeff is an Enterprise and Integration Architect who works with CIOs, Business and Project leadership to help develop enterprise integration strategy and lead integration project teams.

Jeff has held 4 senior IT roles working through a major health care company divestiture and stabilization as its own independent entity. In this fast paced and demanding business scenario, he leveraged his IT and business knowledge participating in the technical leadership team that first transitioned the enterprise technical landscape from a shared environment to a new independent 2 data center solution. Prior to that, Jeff assisted in developing and implementing the enterprise integration strategy for 2 fortune 500 corporations. As a subject matter expert in the IBM midrange environments Jeff was sought out to be a lead developer for a data communications software venture company. In this role he developed an enterprise data communications software solution and managed the design and development of this application across eight different hardware platforms, five programming languages and 6 data communications protocols.

Jeff holds a CCP certification in Systems Analysis / Design and Software Engineering. Jeff currently serves as the Board President on the Gates Chili School Board.

Jeff achieved a Nidan – second degree black belt in Isshin-ryu Karate. He started his Karate journey by joining his children's karate classes instead of sitting on a bench watching them.

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Juanita R. Lyde, MS, CDP
Sr. Community Engagement
Lead

Juanita has 20-years of management experience in community-based and healthcare organizations. Prior to joining our team, she worked at Finger Lakes Performing Provider System for almost 5 years as the Sr. Manager of Cultural Competency, Health Literacy and Community Initiatives. In this role, she co-designed the FLPPS' Cultural Competency and Health Literacy Strategic Plan and Training Strategy for a 13-county region and 80+ organizations and is now providing her operation's expertise to the implementation and sustainability. Juanita is currently leading the development of a Health Literacy VR Simulation. The Health Literacy VR Simulation will be instrumental in assisting staff in healthcare and community-based organizations to experience barriers and challenges from the patient's perspective.

Juanita received her Bachelor's degree in Psychology from SUNY Brockport and her Master's degree in Human Service Administration from St. John Fisher College. She is a Healthcare Business Academy (HBA) Fellow and a Certified Diversity Professional. Juanita is a board member and serves on several local committees that support the well-being of individuals and communities. She is a champion for change, equity and community empowerment.

Juanita loves to laugh. She has a great sense of humor and believes that laughter is the best medicine!



Laura Gustin, MPH
Project Director

Laura works with the project leaders and decision makers as they build consensus around project strategy, and leads project staff to stay motivated and agile in the face of ambiguity. Both methodical and strategic, Laura is a system entrepreneur, driven to fundamentally alter the systems that create our most vexing social problems.

Over the last two years, Laura has provided skilled planning, facilitation, coordination and support to achieve all aspects of the Systems Integration Project's planning and design phases, including but not limited to receipt of \$16 million in public and private investment, implementation of a decision-making structure and establishment of the SIP Project Office. Laura brings a deep experience in health systems improvement and social impact, including the design and implementation of innovative solutions in support of RMAPI, DSRIP and FQHC transformation.

Laura is an alumna of Leadership Rochester and was a member of the RBJ 40 Under 40 Class of 2019.

Laura holds a BA in English and Anthropology from SUNY Geneseo, and a Master of Public Health from the University of South Florida.

Laura loves preserving food- tomatoes, peaches, applesauce, salsa, dilly beans, and the like.

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Lisa Boyer, BA
Administrative Assistant

Lisa works with Margaret and the entire SIP to organize the details for meetings and day to day activities. Lisa's work allows the team to be more efficient in each of their respective positions.

Lisa has worked as the Program & Facilities Manager for Ronald McDonald House. During her time at RMHC she was able to implement key changes to policies that helped ease the financial burden of those staying at the House. Lisa was the project manager during the renovation in 2017-2018. Lisa brings a variety of skills to the team such as event planning, volunteer coordination, process management and logistics coordination. She has served almost three decades as National Officer for Alpha Sigma Alpha where her specialty is currently focused on risk management.

Lisa holds a BA in American History and a minor in African-American History from SUNY Brockport.

Lisa is passionate about volunteering and has volunteered for organizations such as Girls on the Run, Spiritus Christi Caring Connection, ROC E6, Girl Scouts, Ronald McDonald House, and the American Cancer Society.



Margaret Whelehan, MS
Assistant Project Manager

Margaret works hard to keep the operations of the Systems Integration Project Office running smoothly. Margaret believes relationships are at the core of what we do and works hard to make sure all partners are cared for.

Margaret worked for almost 10 years in Housing & Residence life and Student Conduct on three college campuses. Focus areas included: planning and implementing RA training, Staff hiring, recruitment and selection, as well as day to day operations across buildings. Programming and event planning have always been a passion of Margaret's and she prides herself on her attention to detail and ability to bring multiple people together.

Margaret completed the Emerging Leaders Development Program through the United Way in 2019. She is also trained in Nonviolent Crisis Intervention and Mental Health First Aid.

Margaret holds a Master's Degree in Student Affairs and Higher Education with a concentration in Student Development Theory from Miami University in Oxford, Ohio and holds a Bachelor's Degree in Public Relations with a Minor in Philosophy from SUNY Fredonia.

Margaret serves on the Board of Directors for Camp Stella Maris. As a camper turned counselor, she wants to give back to the place that gave her so much.

Margaret loves to travel and has been to 28 countries. She spent time studying in a few different countries while in school.

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Matthew Jeffries
Intern

Matthew leverages his background in finance and accounting to track state and federal funding silos in Rochester and Monroe County. Along with this, Matthew built a database in Excel to track SIT, IST, and all workgroup attendance. He eagerly takes on any project the team asks him to.

Along with interning for the SIP, Matthew has held internships in higher education and private market sector. Additionally, Matthew looks forward to interning with Constellation Brands in summer 2020 to help implement a company wide database for all financial data to integrate into one system. This database will ultimately help each department communicate more effectively across the organization.

Matthew is currently pursuing his Bachelor's of Science in Finance and Accounting at St. John Fisher College. At Fisher, he holds numerous leadership positions with Investment Club, Beta Gamma Sigma, and the Teddi Dance for Love Committee. Matthew also co-lead the foundation of Fisher's very first Business Fraternity, Delta Sigma Pi. Matthew is a starting midfielder for Fisher's Men's Lacrosse team and has helped his team to its first NCAA Tournament appearance.

Matthew is very passionate about volunteering. Matthew dedicates one week, and countless other weekends, during his summer to spend time at Camp Good Days and Special Times. This oncology camp houses children who suffer or have been affected by cancer.



Stephanie Romney RD, CDN
System and Process
Improvement Specialist

Stephanie helps mission-driven organizations think strategically about systems, process improvement and sustainability. Stephanie believes in continuous process improvement by focusing on both the "process" and "human" sides of change.

Stephanie has worked over the past decade in the healthcare, education, and non-profit sectors throughout Rochester. Stephanie is a Rochester native and is a graduate of the Rochester City School District. In her career to date, Stephanie has implemented several projects focused on improving the health of children and adults throughout the Finger Lakes Region.

Stephanie is trained in Lean Six Sigma and project management principles. In addition, Stephanie is a Registered Dietitian.

Stephanie holds a BA in Nutrition Management from Rochester Institute of Technology and is currently working on obtaining her Master's Degree in Healthcare Administration from Rochester Institute of Technology.

Stephanie is a "foodie" who loves visiting new restaurants around the world.