



Jeanan Yasiri Moe

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Jeanan Yasiri Moe is an experienced executive and independent director with a 30+ year career spanning healthcare, education, media, research, and philanthropy. A trusted advisor to CEOs and boards, she translates complex initiatives into actionable strategies that drive measurable results. She has built teams, launched innovative programs, curated culture, taught leadership development and is a credentialed Executive Coach (ICF-ACC, BCC and CEC).

She currently serves as **Board Chair of the Give Back Foundation**, where she has helped evolve the organization into a cutting-edge, tech-based platform supporting the U.S. Government's Combined Federal Campaign, which has raised over \$520 million since 2016.

At **Edgewood University**, she is **Nominating and Governance Chair**, leading a board refreshment initiative. She also served on the corporate **Advisory Board for Total Administrative Service Corporation (TASC)**, advising on growth and succession for the \$100M private, family-owned benefits administration firm.

At the **Wisconsin Alumni Research Foundation (WARF)**, Jeanan is **Director of Strategic Communications and Public Affairs**, leading engagement for the nation's first tech transfer office. She has implemented enterprise-wide change strategies, driven a successful centennial campaign to strengthen industry and investor partnerships, and increased digital engagement by over 1,000%.

Her previous roles include **Chief Planning and Innovation Officer at Group Health Cooperative**, where she led ACA-related transformation, M+A, and saved \$1M annually through digital communications, and founder of the **UW Center for Nonprofits**, growing it into a 200+ student program and engaging over 5,000 professionals.

Earlier, Jeanan served as **VP for Service Innovation at Dean Health Systems**, where she launched a nationally recognized patient advocacy program and drove new revenue through service design. Her career began in journalism as a **Consumer News Reporter and Assistant News Director** at Madison's NBC affiliate.

Her nonprofit board service includes leadership roles with the **Berbee Technology Education Foundation**, **UW Athletic Board**, **Friends of Wisconsin Public Television**, **Wellpoint Medicaid Advisory Panel**, and the **Wisconsin Collaborative for Health Care Quality**.

She holds a **Master of Science in Consumer Science** (UW-Madison) and a **Bachelor of Science in Business Administration & Economics** (UW-Platteville). Jeanan is certified in governance, executive leadership, change management, and cybersecurity oversight through NACD, Cornell, and Carnegie Mellon. She is a **Licensed Private Investigator**.

BOARD SERVICE

- Corporate Advisory Board – TASC
- Board Chair – Give Back Foundation
- Governance Chair – Edgewood University
- Board Member – Wellpoint Insurance Medicaid Advisory Panel
- Board Member – Berbee Technology Education Foundation
- Chair/Member – Friends of Wisconsin Public Television
- Board Member – UW Athletic Board
- Board Member – Wisconsin Collaborative for Health Care Quality

BOARD EXPERTISE

- Corporate Strategy
- Governance & Board Leadership
- Risk Management
- M&A & Succession Planning
- Communications & Public Affairs
- Change Management
- Cybersecurity Oversight
- Stakeholder Engagement
- Innovation & Growth Strategy
- Nonprofit & Higher Ed Expertise

CERTIFICATIONS

- NACD and PDA Certified
- Executive Coach (ICF-ACC, + BCC)
- Cornell Executive Leadership
- Carnegie Mellon Cybersecurity Oversight
- Licensed Private Investigator