

## Curriculum Vitae

### **Carol A. Poore, Ph.D.**

502 W. Palo Verde Drive  
Phoenix, Arizona, USA 85013  
Phone: 602-451-6769

cpoore@swhiv.org and cpoore5@cox.net (personal)

## EDUCATION

### **Ph.D. in Public Administration**

Dissertation research focuses on downtown revitalization using case studies from urban projects in Phoenix, Arizona and from other major cities across the United States.

School of Public Affairs, College of Public Programs,  
Arizona State University

### **Master of Business Administration (MBA)**

MBA – Executives Program  
W. P. Carey School of Business  
Arizona State University

### **Bachelor of Science Journalism and Broadcasting**

Walter Cronkite School of Journalism  
College of Public Programs  
Arizona State University

## ACCOMPLISHMENTS

- ◆ As President and CEO, leads Southwest Center for HIV/AIDS, a US\$3 million nonprofit HIV/AIDS research/clinical trial, prevention and chronic disease wellness center serving a metropolitan population of 4 million residents in Phoenix, Arizona, USA. Created sustainable agency during economic downturn of 2008.
  - ✓ Renovated and grew clinical trial research program from losing \$300,000 per year in years prior to 2007 (supported by an unsustainable model of charitable contributions) to achieving pharmaceutical and private foundation revenues exceeding \$600,000 in 2011. Collaborated with Arizona's medical and university/biomedical research community, enabling Southwest Center to continue serving as the largest privately funded clinical research program for HIV/AIDS in the Southwestern United States. Positioned Southwest Center internationally as an exemplar model of integrative, comprehensive care.
  - ✓ Led Southwest Center to become the designated fiscal agent for City of Phoenix through the 2006 bond election, whereby Southwest Center received citizen voter approval for \$3.6 million in public funding to establish a public-private community health center. Brought government and community partners together in a complex municipal bond program to develop a one-stop health and educational resource serving more than four million people living in the Greater Phoenix area. The center provides a comprehensive, cost-effective model of health service delivery.
- ◆ Through Ph.D. research and as School of Public Affairs/Community Development adjunct faculty at Arizona State University, completed downtown revitalization research focusing on creating vibrant downtowns through community networks. Dissertation data illuminated lessons learned and future opportunities for Phoenix and other cities with respect to creating an exciting downtown urban core.

- ◆ As Vice Provost at Arizona State University (senior university administrator providing campus-level leadership), grew a university campus fundraising portfolio from US\$1 million to US\$4.5 million within three years, increasing institutional fundraising by 150 percent year-over-year. Strengthened ASU's intercampus collaboration to support President Michael Crow's "One University in Many Places" institutional vision.
  - ✓ Led a large university organization comprised of three departments accountable for internal and external outreach including development (major gift fundraising, private foundations, planned gifts, fundraising events), community relations, legislative relations, alumni relations, public events, student recruitment/college/academic marketing, and public relations. Managed a university-wide branding project resulting in unified brand reputation.
  - ✓ Directed and developed a high-volume, top-producing university PR organization delivering more than 400 local, regional and national news placements and 120 public events and symposiums annually. Led Arizona State University's branding task force. Created a new brand identity and consistency of image across all ASU campuses, colleges and units.
- ◆ As senior management at Salt River Project's subsidiary, New West Energy, launched energy marketing company from 1997 to 2002, directing marketing initiatives leading to more than US\$500 million in energy sales and annual revenue.
  - ✓ Selected as part of a three-member launch team, managed business start-up with \$6 million first-year capitalization. Worked with Arizona and California economic development organizations, such as Greater Phoenix Economic Council, Arizona Strategic Planning on Economic Development (ASPED) / Governor's Strategic Planning on Economic Development (GSPED) and local chambers of commerce, to position both New West Energy and Salt River Project as a leader in a rapidly evolving, competitive marketplace.
  - ✓ Provided accountability for financial results (profit/loss, net margin goals, return on marketing investment, budgets and branding), business planning, organizational development, staff recruitment and developing major business processes. Recalibrated product and marketing mix to meet market demands.

### **EMPLOYMENT HISTORY**

<b>President and CEO of Southwest Center for HIV/AIDS</b> , the U.S. Southwest's largest nonprofit HIV/AIDS clinical research, wellness and prevention/education resource center based in Phoenix, Arizona, USA.	2007 to present
<b>Vice Provost, Arizona State University, Office of Institutional Advancement and Public Affairs, West Campus.</b> At ASU's West campus, managed all external relations and outreach initiatives for the campus and four colleges including community fundraising, marketing, public affairs/events, media relations, legislative relations.	2002 – 2007
<b>Director of Marketing and Communication, New West Energy, subsidiary of Salt River Project Water &amp; Power</b> , Phoenix, Arizona. Launched a subsidiary to create additional revenue opportunities in California during the movement toward utility deregulation.	1996 - 2002
<b>Senior Strategic Planning Analyst, Salt River Project Water &amp; Power, Phoenix, Arizona</b> , including senior management strategy analysis, competitive intelligence, and co-leading an ongoing, dynamic, engaging strategic planning department.	1993 - 1996

## **EMPLOYMENT HISTORY, *continued***

**Senior public affairs representative and executive speechwriter, Salt River Project Water & Power and PR/corporate communication representative.** 1980 - 1992  
Managed external publications, served on community boards, represented water/power utility issues on behalf of Salt River Project, working with government and corporate leaders. Developed all executive management speeches. Worked directly with diverse, public-private initiatives, building relationships with Arizona's Indian nations and ethnic communities. Early career at SRP included management at Navajo Generating Station in Page, Arizona. Served on Page-Lake Powell Chamber of Commerce Board; created strong retail trade community 1983-1988.

**Print and broadcast media producer, manager and journalist.**  
Produced news publications, managed advertising, served as news reporter, and produced radio and television programs in Arizona.

## **BOOKS AND PUBLICATIONS**

*Downtown Phoenix Rising: A Case Study of Two Organizations Building Social Capital for Urban Core Revitalization*; Arizona State University, 2011. Research publication available at [www.carolpoore.com](http://www.carolpoore.com).

*Overcoming Stigma with a Collaborative, Comprehensive Community Approach: Fostering Public and Private Engagement For Preventing HIV/AIDS and Promoting Lifelong Wellness*. World AIDS Day Conference in Beijing, China, Dec. 1-3, 2011. Paper and presentation available at [www.swhiv.org](http://www.swhiv.org) and [www.carolpoore.com](http://www.carolpoore.com).

*Biotech Employability and Entrepreneurship; Career Investments that Create Lifelong Confidence, Competitive Skills, and Purpose in the Biotech Industry*, 2010. Paper available at [www.carolpoore.com](http://www.carolpoore.com).

*Building Your Career Portfolio*; New Jersey, Cengage Learning/Thomson Delmar Learning, 2007-present, and The Career Press, Inc., 2001. Published in three languages: English, German and Korean.

Numerous Op-Ed, trade publication articles, and news columns featuring business, leadership and communication topics since 1981.

## **KEYNOTES, WORKSHOPS, PRESENTATIONS/LECTURES**

- ◆ Keynote in Beijing, China, 2011: Overcoming Stigma with a Collaborative, Comprehensive Community Approach: Fostering Public and Private Engagement for Preventing HIV/AIDS and Promoting Lifelong Wellness
- ◆ Keynote in Porto, Portugal, 2010: European FS BioTech Consortium Conference: Biotech Employability and Entrepreneurship; Career Investments that Create Lifelong Confidence, Competitive Skills, and Purpose in the Biotech Industry
- ◆ Downtown Phoenix Rising: A Case Study of Two Organizations Building Social Capital for Urban Core Revitalization

- ◆ Building Your Career and Leadership Portfolio: Four Investments For A Purposeful Lifetime (*leadership and development, maximizing purpose, enhancing career and lifetime flexibility*)
- ◆ Community Building and Social Capital as a Driver for Vibrant Downtown Revitalization
- ◆ Creativity: The Essence of Thought Leadership
- ◆ Fundamentals of Successful Strategic Planning
- ◆ Fundamentals of A Business Start-Up
- ◆ Breakthrough Marketing for Internal Branding
- ◆ Breakthrough Marketing for External Branding
- ◆ Workshops pertaining to community building, social capital, leadership and navigating change to produce innovation and impact

### **CURRENT LEADERSHIP AND AFFILIATIONS**

- ◆ **Phoenix Community Alliance Board of Directors**  
Since 2009, have served as a nonprofit board member of the leading business development and issues-facilitating organization focused on the Greater Phoenix core urban area.
- ◆ **Precinct Committeeman, Arizona Republican Party Legislative District 11**  
Since 2000, have served as precinct committeeman for Republican Party LD-11, attending County and State meetings and serving two terms on the LD-11 Board.
- ◆ **Arizona State University Center for Health Innovation & Clinical Trials Executive Committee and Advisory Council, and ASU Downtown Campus Advisory Board**  
Since 2007 have assisted ASU's College of Nursing and Health Innovation with becoming the state's central resource and repository for clinical trials, helping the College establish research best practices. Have provided downtown campus strategy.
- ◆ **University of Arizona College of Medicine – Phoenix student rotation oversight**  
Since 2009, have worked with UofA College of Medicine administration and faculty to develop a third-year medical student internship rotation program that will be launched at Southwest Center for HIV/AIDS in 2012.
- ◆ **Southwest Interdisciplinary Research Center (SIRC) Advisory Council, Arizona State University**  
Since 2009, have served on a community advisory council providing leadership to ASU's initiatives examining health care disparities at national and international levels. Research projects connect major healthcare problems with disparities faced by underserved populations.
- ◆ **Women in Philanthropy, Arizona State University – Membership Committee**  
Charter member of Women & Philanthropy, formed in 2002 to develop advocates and philanthropic supporters of the university. Each investor makes a substantial annual investment which is directed into the Women & Philanthropy Pooled Fund. Investors

decide how to distribute the fund among university initiatives and scholarship programs. To date, the organization has given more than \$1.72 million to ASU.

- ◆ **Fiesta Bowl Football Championship/Fiesta Bowl Charitable Events Lifetime Committee Member**  
Since 1988, have served as an official ambassador, committee chair, and fundraiser for the Fiesta Bowl, meeting top fundraising goals and chairing Bowl initiatives. Leadership includes chairing the National Championship Game Operations Committee in 2002-2003 and leading committees for Fiesta Bowl Band Championship, Fiesta Futures, Team VIP Hosting, Statewide Marketing, and Fiesta Bowl Parade. Recognized as a Fiesta Bowl Lifetime Committee member.
- ◆ **Valley Leadership Chairman of the Board and Class XXI**  
Served on Valley Leadership Board of Directors 2001 to 2006. Served as Valley Leadership Chairman of the Board 2004-05; Board Fund Development Chairman, 2001-2004. Graduate of Valley Leadership's Leadership Institute, Class XXI; serves in leadership donor circle.
- ◆ **Leadership West**  
Graduate of Leadership West Class X; serves in leadership donor circle.
- ◆ **Greater Phoenix Chamber of Commerce Member**  
Serves as speaker for Chamber events and mixers.
- ◆ **Arizona Town Hall member since 2002**  
Participant in Town Hall and has helped host regional forums.
- ◆ **Pi Beta Phi National Women's Fraternity, Arizona Alumnae Club**  
Have served as career speaker and mentor for sorority's undergraduate students.
- ◆ **ASU Alumni Association Lifetime Member**  
Lifetime alumnae member and university donor, investing in university initiatives and scholarships.

### **PAST LEADERSHIP AND AFFILIATIONS**

- ◆ **Arrowhead Community Bank Board of Directors**  
Served from 2000 to 2007 as a charter board member of Arrowhead Community Bank in Glendale, Arizona, an affiliate bank of SunCommunity Bancorp. Helped start the de novo bank. Oversaw bank operations, including loan approvals in excess of US\$300,000. Served as board risk liaison, ensuring bank operations adhere to policies outlined in the bylaws.
- ◆ **Phoenix Chamber of Commerce Athena Powerlink Governing Board**  
Since 2001, provided governance for a Phoenix Chamber program that offers mentorship for women-owned businesses.
- ◆ **ASU College of Public Programs Dean's Community Resource Council**  
From 1988 to 2002, provided leadership and community support for the College of Public Programs. Served on ASU President Lattie Coor's capital campaign and external branding committees to promote outreach and university-wide brand consistency. Served on the College of Public Programs Alumni Board from 1988 to 1996.

- ◆ **Research Foundation Board of Trustees, International Association of Business Communicators (IABC)**  
Accredited member of a global association for the communication profession since 1988. Past Phoenix chapter president 1993-94; chapter was selected as “International Chapter of the Year” in 1994. Selected “Communicator of the Year” in 1994. Was elected by a global panel to serve on IABC’s international Research Foundation Board of Trustees in 2001; directs fund development.
- ◆ **Arizona Chamber of Commerce, Member**  
Affiliated with Arizona Chamber 2000 through 2007; have led the state chamber’s annual Board of Directors strategic planning meeting.
- ◆ **Arizona Retailers Association, Board of Directors**  
Served on a statewide board dedicated to lobbying for legislation serving retail and small business interests, 2000 to 2003.
- ◆ **Board of Directors, Parents Anonymous of Arizona**  
Served on board of directors as an at-large member. Served as board chairman 1997-98; marketing director on board 1995-97; crisis line volunteer 1994.
- ◆ **Children’s Action Alliance Child Welfare Committee**  
Served on a research and advocacy group committed to preventing child abuse through shaping public policy; 1997-2000.
- ◆ **Super Bowl XXX Host Committee Media Hospitality Chairwoman**  
Led a committee that planned hospitality services for 3,000 international sports media visiting Phoenix during Super Bowl week in 1996.
- ◆ **W. P. Carey Executive MBA Alumni Advisory Board, ASU W.P. Carey School of Business (Tempe Campus)**  
Since 1999, have advised college administrators about executive MBA programming and alumnae relations.
- ◆ **ASU School of Global Management and Leadership Dean’s Advisory Council, Arizona State University at the West campus**  
From 2007 to 2009, served as a community leader advisor to the dean, shaping strategies for degree offerings, outreach, and linkages to local and global business needs.
- ◆ **City of Phoenix Public Commission: Phoenix Pride Commission**  
Appointed by Phoenix mayors Phil Gordon, Skip Rimsza, and Paul Johnson, to serve on civic commission, marketing City of Phoenix from 1992 to 2008. The commission created civic and cultural award programs including Phoenix Points of Pride and an urban city festival, Sunday on Central.
- ◆ **Page-Lake Powell Chamber of Commerce Board of Directors**  
Served on Chamber Board from 1983 to 1988, establishing a Retail Trades Committee and building a community coalition of retail merchants focused on economic stability and downtown vitality.

## **PROFESSIONAL TRADE ASSOCIATIONS**

Accredited Member of International Association of Business Communicators (IABC). Served on international board and traveled internationally for IABC's Research Foundation, 2002 through 2007.

### **CERTIFICATION**

Accredited Business  
Communicator (**ABC**)

Accredited through extensive exam and portfolio, International  
Association of Business Communicators

### **LEADERSHIP IN SECURING MAJOR GRANTS 2007-PRESENT SUPPORTING RESEARCH, PREVENTION, WELLNESS, AND COMMUNITY-BASED HEALTHCARE**

**Go Daddy** private major gift of US\$500,000 to establish the Go Daddy Women's Health Center, to be part of Southwest Center's new community health and education facility. In addition to helping create the facility, Go Daddy's donation will support the expansion of HIV/AIDS prevention and educational partnerships with local domestic violence shelters, and provides title sponsorship of the Southwest Center's 2011 *Gala-Night for Life*; home tour-*Tour for Life*; and restaurant event-*Dining out for Life*.

**Centers for Disease Control**, five-year, US\$500,000 grant supporting Southwest Center for HIV/AIDS' leadership role in Youth Empowerment Program HIV/AIDS prevention partnering with Native Health and a major youth organization in Phoenix, Arizona.

**Health Resource Services Administration (HRSA)** Annual grant management of US\$400,000 to support nutrition, mental health, HIV/AIDS testing program and targeted outreach services.

**Arizona Department of Health Services** annual grant management of more than US\$300,000 annually to support HIV/AIDS prevention and education among targeted audiences.

**Salt River Pima Indian Tribe** grants for US\$225,000 over three years to support women's prevention and empowerment programs for women impacted by HIV/AIDS in Arizona.

**Valley of the Sun United Way** grant support for US\$225,000 or more annually from FY 2007 to FY2011 to support HIV prevention/education programs and wellness services for those impacted by HIV/AIDS.

**Thunderbirds Charities** capital grant for US\$115,000 to create a Youth and Family Resource Center within Southwest Center for HIV/AIDS' community health center.

**Board of Visitors** totaling US\$70,000 for two separate funding cycles, focusing on nutrition and mental health for women impacted by HIV/AIDS.

**St. Luke's Health Initiatives** totaling more than US\$100,000 for three separate funding cycles for chronic disease wellness support and advocacy initiatives.

**Catholic Healthcare West** for US\$25,000 to fund mental health programs.

**Pulliam Charitable Trust** for US\$100,000 to support fundraising capacity building.

**Arizona Community Foundation** for more than US\$100,000 in separate grants funding programs to prevent tuberculosis (TB), as well as for family camp for youth and their families impacted by HIV/AIDS.

**More than US\$1 million in annual private donor support** from FY 2007 through 2011 to underwrite agency operations and growth for research, wellness and prevention programs.

## **SAMPLE OF RESEARCH PROTOCOLS 2007-PRESENT**

*(Company names listed as "XXXX" to preserve proprietary commitments.)*

A Sub-study of TMC114-C211 to Evaluate the Pharmacokinetic Profile of TMC114 and RTV at Week 4, 24, and 48, Co-Administered with a Fixed Background Regimen Consisting of TDF and FTC

A Phase III, Randomized, Double-Blind Trial of TMC278 25 mg q.d. Versus Efavirenz 600 mg q.d. in Combination with a Fixed Background Regimen Consisting of Tenofovir Disoproxil Fumarate and Emtricitabine in Antiretroviral-Naïve HIV-1 Infected Subjects.

A Randomized, Open-label, Study of XXXX/XXXX XX/XX mg Tablet Twice-Daily + Co -formulated XXXX/XXXX XXXXX XXXX XX/XX mg Once-Daily Versus XXXX/XXXX XX/XX mg Tablet Twice-Daily + XXXX XX mg Twice-Daily in Antiretroviral-Naïve, HIV-1 Infected Subjects

A Phase IV, Multicenter, Cross-Sectional Study to Evaluate 150L Substitution Among Subjects Experiencing Virologic Failure on a XXXX Regimen Containing XXXXX

A Multi-Center, Randomized, Open-Label, Active-Controlled Pilot Study to Evaluate the Safety and Antiretroviral Activity of Unboosted XXXX BID Plus XXXX BID and Boosted XXXX QD in Combination with XXXX/XXXX QD in Treatment Naïve HIV-Infected Subjects

A Multicenter, Randomized, Double-Blind, Double-Dummy, Phase 3 Study of the Safety and Efficacy of XXXX-Boosted XXXX Versus XXXX Each Administered With a Background Regimen in HIV-1 Infected, Antiretroviral Treatment-Experienced Adults

A Phase 2, Randomized, Double-Blinded Study of the Safety and Efficacy of XXXX-Boosted XXXX Compared to XXXX-Boosted XXXX in Combination with XXXX/XXXX XXXX XXXX in HIV 1 Infected, Antiretroviral Treatment-Naïve Adults

A Phase 2, Randomized, Double-Blinded Study of the Safety and Efficacy of XXXX/XXXX/XXXX XXXX XXXX/XXXX Versus XXXX(XXXX XXmg/XXXX XXmg/XXXX XXXX XXXX XXmg) in HIV-1 Infected, Antiretroviral Treatment-Naïve Adults

Randomized, Double-Blind, Parallel-Group, Placebo-Controlled, Two-Stage Study to Assess the Efficacy and Safety of XXXX XX mg, XXX mg, and XX mg Orally Twice Daily for the Treatment of HIV-Associated Diarrhea

Human Immunodeficiency Virus Type 1 Recombinant XXXX and XXXX (both with XX, XX, XX) Virus Vaccines, Live

A Phase I, Dose-Ranging Study of Safety, Tolerability and Immunogenicity of the XXXX XXXX Vaccine in a Prime-Boost Regimen in Healthy Adults

A Probe Study of the Safety, Tolerability and Immunogenicity of a 1-Dose Regimen of the XXXX HIV-1 XXXX Vaccine Versus the XXXX-HIV Vaccine in Healthy Adults Who Previously Received a XX-Dose Regimen of XXXX, XXXX or Placebo in XXXX XXXX Protocols.

A Multi-Center, Double-Blind, Randomized, Placebo-Controlled Probe Study With and Additional Open-Label Control Arm to Evaluate the Safety and Immunogenicity of a XX-Dose Regimen of the XXXX HIV-1 XXXX Vaccine in Subjects With Chronic Hepatitis C Virus Infection

A Multicenter, Double-Blind, Randomized, Active-Controlled Study to Evaluate the Safety and Antiretroviral Activity of XXXX Versus XXXXX in HIV-Infected Patients Switched from a Stable XXXX-Based Regimen-Study A

A Multicenter, Double-Blind, Randomized, Active-Controlled Study to Evaluate the Safety and Antiretroviral Activity of XX Daily XXXX Versus XXXX in Treatment-Naïve HIV-Infected Patients, Each in Combination with XXXX

A Phase III Open-Label Single Arm Study to Evaluate the Safety, Tolerability, and Efficacy of XXXX/XXXX in a Diverse Cohort of HIV-Infected Patients

A Multicenter, Randomized, Double-Blind, Placebo Controlled Trial of A Novel XXXX Antagonist, XXXX, In Combination with Optimized Background Therapy Versus Optimized Background Therapy Alone for the Treatment of Antiretroviral-Experienced HIV-1 Infected Subjects

## **HONORS AND ACHIEVEMENTS**

Honored in 2012 by Valle Del Sol, an Arizona Hispanic social service agency based in Phoenix, with the prestigious Peacemaker Award for providing community leadership and service that promotes a civil society, bringing diverse communities together.

Recognized in 2011 as a distinguished graduated student by Arizona State University and featured in profiles at ASU's graduation ceremony and on the College of Public Program's web site.

Selected as keynote speaker for 2010 BioTech and Entrepreneurship Conference held in Porto, Portugal, as well as keynote speaker at the 2011 World AIDS Day Conference held in Beijing, China.

Honored in 2008 by the Athena Powerlink Board and Great Phoenix Chamber of Commerce for dedicated service to the Athena women-owned business mentor program.

From 2002-2007, fulfilled numerous volunteer speaking engagements on behalf of civic/government, higher education, and leadership organizations.

Selected for the Arizona Town Hall 2002, focusing on Leadership in Arizona.

Received the Karl F. Abel Community Service Award presented by Salt River Project honoring civic volunteerism and leadership (two-time recipient).

Nominated for the 2001 ATHENA Award, presented by the Greater Phoenix Chamber of Commerce.

Prior to 2005, received fundraising recognition in partnership with a number of local and national nonprofit associations:

- American Cancer Society 2002 Emerald Ball executive fundraising team.
- Valley Leadership Fund Development Chairman responsible for providing strategy and team support for raising more than US\$250,000 in 2001-05.
- Raised more than US\$300,000 in sponsorships for the Fiesta Bowl Football Championship in 1999-2005.
- Named honorary co-chairwoman for annual campaign for Arizona Leadership 2000 and Beyond, a women's leadership program instituted by the city of Phoenix.
- Named top board fundraiser for Parents Anonymous of Arizona in 1996, overseeing the organization's first marketing plan utilizing university MBA students. Recognized as Volunteer of the Year at an Association for Nonprofit Fundraising Dinner.
- Named "Communicator of the Year" by the International Association of Business Communicators/Phoenix Chapter, 1993.
- Co-chaired a statewide, public-service campaign in 1990-91 promoting the quality of life in Arizona; "In the Interest of Arizona." The campaign received more than US\$1 million in donated broadcast time and print space. As a result, was nominated by the Phoenix Ad Club for 1991 "Phoenix Ad Person of the Year."