

ROBERT ESPINOZA

NATIONAL EXPERT IN WORKFORCE,
LONG-TERM CARE & EQUITY ISSUES



PROFILE

(he/him/él) Executive-level leader with proven track record of transforming an organization's governance, programming, and external profile. Award-winning advocacy, research, and communications strategist with 20+ years of spearheading high-profile social change initiatives and writing seminal reports on a range of topics.

EDUCATION

Master of Public Administration
New York University, Robert F. Wagner
Graduate School of Public Service
Honors: Dean's Scholar

**Bachelor of Arts: English, Summa Cum
Laude and Bachelor of Science:
Journalism, With Honors**
University of Colorado at Boulder
Honors: Phi Beta Kappa; 1999 CU-
Boulder Undergraduate Equity and
Excellence Award

Graduate, The Rockwood Fellowship
Rockwood Leadership Institute

Fluent in English and Spanish

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PROFESSIONAL EXPERIENCE

EXECUTIVE VICE PRESIDENT OF POLICY

PHI • 2015 – Present • PHInational.org

Oversee the national advocacy and public education division for the country's leading expert on the direct care workforce

- Serve as one of five members of the executive team and work with PHI leadership to set the overall strategic direction of the organization. Responsible for business development, annual strategic planning, departmental work plans, and contributing to comprehensive fundraising efforts
- Provide vision and leadership to PHI's strategies, marketing, business development, and commitment to DEI, including leading PHI's Direct Care Worker Equity Institute
- Manage numerous high-stakes relationships for PHI with government officials, philanthropic leaders, CEOs and executives of partner organizations, and influential people in the aging, disability, workforce, and equity fields
- Manage PHI's federal affairs, which includes developing policy recommendations and cultivating relationships with federal officials across the three branches of government. Testified before Congress in July 2021 on the need for federal investment in direct care workforce interventions
- Steer PHI's strategic communications, which includes framing, messaging, brand strategy, print and digital media, blogging, marketing, campaigns, and multi-media products. PHI's digital media platforms reached more than one million people online in 2022—a consistently growing audience
- Represent PHI and speak regularly at national, state, and local conferences and events around the country
- Led the project design and branding of several large-scale initiatives, including: *Caring for the Future* (a comprehensive report and year-long public education campaign); Essential Jobs, Essential Care™, PHI's core multi-year state advocacy program; and #60CaregiverIssues, a two-year education campaign focused on solving the workforce shortage in home care—all which earned widespread media coverage, generated millions of online impressions, and boosted PHI's public profile
- Oversaw the production of 100+ original publications—reports, briefs, and multimedia resources—between 2015 and 2023
- Appeared in *The New York Times*, *Wall Street Journal*, *Forbes*, *NPR*, *CNN*, *Vox*, *POLITICO*, and *The Washington Post*, among other top-tier media and industry outlets

RECOGNITION & AWARDS

Selected by the Care Guild for the first-ever CARE 100 list of the most innovative people working to re-imagine how we care in America today

Picked by *Next Avenue* as a 2020 "Influencer in Aging," one of 20 outstanding people who impacted this sector in 2020

Appointed in 2015 to the National Academies of Sciences, Engineering, and Medicine's Forum on Aging, Disability, and Independence and the Centers for Medicare & Medicaid Services' Advisory Panel on Outreach and Education

Testified before the U.S. House Committee on Education and Labor in 2021 on the need to improve funding for workforce interventions in direct care

Received 10 Communicator Awards, the largest and most competitive awards program honoring creative excellence for communications professionals

Led the re-branding process for three national organizations

Co-founded the Diverse Elders Coalition in 2010 to enhance supports for elders of color and LGBTQ+ older adults

Received—as part of PHI—a \$10 million gift from philanthropist MacKenzie Scott that boosted our mission to transform the direct care workforce

PROFESSIONAL EXPERIENCE CONT.

SENIOR DIRECTOR, PUBLIC POLICY & COMMUNICATIONS

SAGE – Advocacy & Services for LGBTQ+ Elders • 2010 – 2015 • sageusa.org

Established and led SAGE's national advocacy program, strengthening the country's premier organization for LGBTQ+ older adults

- Part of a five-member senior management team responsible for budgeting, short- and long-term planning, program design, evaluation, and managing high-level relationships with diverse stakeholders and funders. Supervised a seven-person department, including staffers in New York, DC, and Chicago
- Advised the program design and strategic growth of SAGENet, SAGE's national network of state and local affiliates. From 2010 to 2014, the number of affiliates nearly doubled from 14 to 27.
- Guided the strategic frames, messages, branding, and material development for SAGE's marketing and communications program, including three web sites, various social media vehicles, and a variety of publications. SAGE's strategic communications earned widespread acclaim and numerous awards, including the 2010 GLAAD Media Award in Advertising, a 2012 nomination for a GLAAD Amplifier Award for excellence in advertising, and six Communicator Awards
- Led the branding and online launch of the country's first-ever National Resource Center on LGBTQ+ Aging; created SAGE Story, a digital storytelling program for LGBTQ+ elders; and designed the Spousal Impoverishment Protections Initiative, which aimed to secure state-level Medicaid protections for same-sex couples

DIRECTOR OF RESEARCH AND COMMUNICATIONS

Funders for LGBTQ Issues • 2006 – 2010 • lgbtqfunders.org

Directed the research and communications for the leading organization focused on increasing LGBTQ+ giving in the U.S. and globally

- Oversaw the Racial Equity Campaign, a multi-year initiative that increased funding for LGBTQ+ people of color communities
- Delivered presentations, led studies, authored seminal reports, conducted funder briefings, advised foundations, and hosted conference workshops for philanthropic leaders worldwide

DIRECTOR OF COMMUNICATIONS

SEIU Local 105 • 2001-2003 • seiu105.org

Steered the communications strategies for a leading and growing SEIU affiliate representing more than 5,000 healthcare and janitorial workers

- Crafted media and marketing strategies, designed print collateral, managed website, and trained media spokespeople
- Led the PR and public education strategy for a successful, highly visibly Justice for Janitors campaign to increase wages

SELECT PUBLICATIONS

A Practical Guide for Direct Care Workforce State Advocacy, PHI, 2023

The Caregiving System We Want Begins with Supporting Caregivers (co-author), *Next Avenue*, Feb 22, 2023

The Impact of COVID-19 on Direct Care Workers, *Generations Journal*, 2022

Caring for the Future: The Power and Potential of America's Direct Care Workforce (co-author), PHI, 2021

Addressing Systemic Racism in Nursing Homes: A Time for Action (co-author), *JAMDA - The Journal of Post-Acute and Long-Term Care Medicine*, 2021

Research Recommendations to Address Dementia Workforce Development OBM Geriatrics (co-author), *OBM Geriatrics*, 2021

"Direct Care Workers in Rural America," Handbook of Rural Aging (contributor), *Routledge*, 2021

Obamacare's Hidden Impact on the U.S. Health Care System, *POLITICO*, 2017

Racial and Gender Inequality is Harming Long-Term Care—But We Can Fix This, *Huffington Post*, 2017

The Workforce Shortage Has Reached Long-Term Care. We Should Act., *The Hill*, 2017

Protecting and Ensuring the Well-Being of LGBT Older Adults: A Policy Roadmap, *Generations Journal*

Out and Visible: The Experiences and Attitudes of LGBT Older Adults SAGE, 2014

Building Communities: Autonomous LGBTQ People of Color Organizations in the U.S., Funders for LGBTQ Issues, 2008

BOARDS OF DIRECTORS

Board Member, Finance Committee

FrameWorks Institute • November 2021 – Present

Chair, Membership Committee

National Academy of Social Insurance • May 2020 – Present

Chair Elect

American Society on Aging • April 2019 – Present

PROFESSIONAL SERVICE

Podcast Host

A Question of Care™
Premiering Fall 2023

National Advisory Board

UnitedHealth Group, Inc.
March 2023 - Present

Advisory Board, Reframing Aging Initiative

Gerontological Society of America
February 2023 - Present

Faculty

Linked Senior Inc.
August 2021 – Present

Advisory Board

CareAcademy
May 2021 – Present

National Advisory Board for LGBTQ+

Alzheimer's Disease
University of Nevada, Las Vegas
January 2021 - Present

Advisory Panel, Long-Term Care Equality Index

Human Rights Campaign & SAGE
March 2019 - Present

Forum on Aging, Disability, and Independence

National Academies of Sciences, Engineering, and Medicine (NASEM)
July 2015-Present

Workshop Planning Committee, Supporting and Sustaining the Current and Future Workforce to Care for People with Serious Illness
NASEM

September 2022 – April 2023

Public Health Emergency

Flexibilities Working Group

Alliance for Health Policy (with the SCAN Foundation)
June 2022 - March 2023

Healthcare Recovery Panel

National Skills Coalition
January – May 2021

Chair, National Panel, Designation of Excellence in Person-Centered Care

University of Maine

August 2020 – February 2023

Co-Chair, Workforce Development Stakeholder Workgroup

National Research Summit on Care, Services, and Supports for Persons with Dementia and Their Caregivers
National Institute on Aging & HHS
July 2019 – March 2020

Committee on the Health and

Medical Dimensions of Social Isolation and Loneliness in Older

Adults

NASEM

December 2018 – February 2020

SELECT PRESENTATIONS (2023-2020)

Caring for Our Nation's Caregivers (Plenary Speaker), Age + Action Conference, National Council on Aging, Washington, DC, Jun 13, 2023

Mobilize Women: The Caregiving Crisis (Moderator), Ellevest Annual Conference, New York City, NY, Jun 7, 2023

Promising Models and Innovative Approaches: The Direct Care Workforce (Panelist), NASEM, Washington, DC, Apr 27, 2023

How Poverty May Be Affecting Your Workforce (Lead Presenter and Panel Moderator), LeadingAge Leadership Summit, Washington, DC, Apr 19, 2023

Advancing Job Quality & Equity Through Sector Partnerships: State Policies that Can Place All Workers on Pathways to Good Jobs (Panelist), National Skills Summit Conference, New Orleans, LA, Nov 4, 2022

Biden-Harris Administration on Public Policy on Aging (Panelist), Grantmakers in Aging Annual Conference, Scottsdale, AZ, Oct 17, 2022

Improving Job Quality for Direct Care Workers (General Session Keynote), Assisted Living Summit, Care Providers of Minnesota Minneapolis, MN, May 11, 2022

Clashing Crises: The State of America's Direct Support Professional Workforce and the Case for Inclusion (Presenter), United Cerebral Palsy 2022 Annual Conference, Virtual, May 3, 2022

The U.S. Care Infrastructure: From Promise to Reality (Panelist), Institute for Women's Policy Research, Washington, DC, Mar 5, 2022

State Policies to Strengthen the Direct Care Workforce (Lead Presenter), National Academy for State Health Policy, Virtual, Feb 8, 2022

Caring for the Future: A Blueprint for Transforming the Direct Care Workforce (Lead Presenter), AHCA/NCAL Convention & Expo, Nashville, TN, Oct 12, 2021

Caregiving in a Pandemic: What's Next for Diverse Caregivers (Panelist), Diverse Elders Coalition, Jul 23, 2021

ACL/CMS Promising Practices: Addressing Vaccine Hesitancy among Direct Service Workers (Panelist), Virtual, June 29, 2021

The First Annual National Caregiver Summit (Presenter), Health Leads, Virtual, May 25, 2021

Center for Medicare Advocacy's 2021 National Voices of Medicare Summit (Presenter), Center for Medicare Advocacy, Virtual, Apr 1, 2021

Unsung Heroes: The Crucial Role – and Tenuous Circumstances – of Home Care Workers During the Pandemic (Panelist), *Kaiser Health News*, Virtual, Mar 30, 2021

'Man Enough to Care' YouTube TV Series (Guest), Wayfarer Productions, Los Angeles, CA, Feb 14-19, 2021

ANCOR Policy Summit (Presenter), American Network of Community Options and Resources (ANCOR), Washington, DC, Oct 7, 2020

Caregiving Workforce and Finance (Presenter), Brookings Institution, Virtual, Oct 28, 2020

SELECT MEDIA INTERVIEWS

Direct Care Workers in the Post-Acute Care Sector—Challenges and Opportunities, *Baker Tilly Podcast*, Mar 14, 2023

Women of Color Make Up Growing Share of Direct Care Workforce, *Modern Healthcare*, Feb 8, 2022

As Long-Term Care Staffing Crisis Worsens, Immigrants Can Help, *Kaiser Health News*, Feb 3, 2023

A National Strategy for Family Caregivers, *Buena Onda / DirectTV / Comcast*, Nov 28, 2022 (in Spanish)

For Older Adults, Home Care Has Become Harder to Find, *The New York Times*, Jul 24, 2021

Hours Before Nursing Home Workers Strike, Governor Says Basic Agreement Has Been Met, *NPR*, May 13, 2021

For Those Needing In-Home Care, a Dire Decision Amid a Pandemic, *The Washington Post*, May 5, 2020

At-Risk Adults, Home Health Care Workers Fear Coronavirus, *USA Today*, Mar 26, 2020

A New Wave of Caregivers: Men, *The New York Times*, Sep 18, 2019

With a Projected 208% Population Growth in Those Over 85, It's Time to Rethink Our Health Workforce, *Forbes*, Jul 30, 2019

America's Home Health-Care System Is in Crisis, *CNBC*, Apr 9, 2019

As Trump Targets Immigrants, the Elderly Brace to Lose Caregivers, *NBC News*, Mar 26, 2018