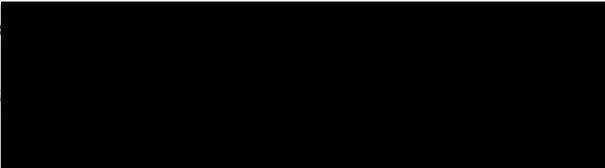


**Committee on Energy and Commerce**  
**U.S. House of Representatives**

Witness Disclosure Requirement - "Truth in Testimony"  
Required by House Rule XI, Clause 2(g)(5)

1. <b>Your Name:</b> Colleen Sheehey-Church		
2. <b>Your Title:</b> National President		
3. <b>The Entity(ies) You are Representing:</b> Mothers Against Drunk Driving		
4. <b>Are you testifying on behalf of the Federal, or a State or local government entity?</b>	Yes	No X
5. <b>Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.</b>		
6. <b>Please attach your curriculum vitae to your completed disclosure form.</b>		

Signature



Date:

7/9/2018

# Colleen Sheehey-Church

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## Growth-Oriented Senior Executive

**High-profile leader experienced in increasing an organization's mission and revenue**

Transformative leader that combines outside-the-box thinking with a keen eye on meeting organizational goals. Builder of teams driven to achieve results, foster collaboration, expand capacity and ultimately push the organization's mission forward. Profit-minded sales leader, adept at identifying, creating and ultimately converting on high-value revenue opportunities. Exceptional communicator that leverages relationships with senior corporate and public leaders in pursuit of an organization's strategic objectives.

### Areas of Expertise:

- Fundraising/Revenue Generation
- Mission-Based Strategic Planning
- Board/Employee Relations
- Lobbying/Government Affairs
- Relationship Building/Management
- Media & Public Relations (PR)
- Human Performance Management
- Team Building
- Highway and Road Advocate
- Client/Sponsor Acquisition
- Chief Relationship Manager
- Spokesperson/Brand Ambassador

### Key Accomplishments:

- Serve as principle spokesperson for the organization on an international, national, state and local levels, speaking before the U.S. Congress, the World Health Organization, and participating in over 200 media interview for outlets as Fox News, CNN, the Today Show, and many more.
- Consistently exceeded sales goals in every sales position ever held and successfully closed the firm's highest grossing client in most recent sales position and receiving Vice President and President's Club Awards for outstanding sales performance while at Franklin Covey, GP Strategies, and AT&T (formerly SNET). Client retention a huge metric for companies training in human performance, leadership, and hard and soft skills techniques.
- Key Accomplishments: Over 10 years in business development/co-management with a team of 8 contracting with Fortune 100-500 companies in the NY Metro area - increasing sales from \$2m to nearly \$12m during a 4 year time frame. And with Allen Communications as new Director for Eastern Region raised sales over 110% in first year.

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## Professional Experience

### National President

#### Mothers Against Drunk Driving

2015 – Present | Telecommute (Position based in Irving, TX)

- Serve as principle spokesperson for the organization, communicating on topics related to MADD's mission areas, including drug and alcohol impaired driving, and sharing personal story as a victim of drunk and drugged driving. This includes media activities, press conferences, and addressing other organizations and meetings.
- Regularly report to the National Board of Directors on activities
- Engage policymakers as needed to advocate for MADD's public policy objectives. Testifies at legislative hearings and other proceedings, as needed, to advocate MADD's public policy objectives and to advance highway safety initiatives.

... Continued ...

Colleen Sheehey

*Professional Experience Continued*

- Establish relationships and maintain contact with key stakeholders, like-minded organizations, corporate partners and other groups involved with the issues of and impaired driving. Represent the organization's position on drunk and drugged driving issues at highway safety conferences, meetings, and on coalitions.

**Manager – Performance Readiness Solutions**

**GP Strategies Corporation**

2013 – 2015 | Telecommute (Position based in Columbia, MD)

- Established, in concert with business units and partners, the company's approach to presenting capabilities with Systems Applications Processing (SAP), e-learning, systems training, learning management systems, analysis and consulting.
- Managed and developed relationship with clients and potential clients, including lead generation, proposal development effort, resource planning, quality control in support of business units and full sales cycle.
- Develop and execute the strategic direction of key GP business development initiatives. Developed and maintained business relationships with clients and partners to fuel expansion of specific services.
- Conducted extensive discovery determine client's needs and uncover inefficiencies and growth opportunities. Develop recommendations, monitor implementation and report on results.
- Manage implementation of client projects, leading the development and implementation of business/marketing plans which details strategies, key metrics and actions plan to achieve the desired outcomes. Monitored project progression to identify potential problems, ensure timelines met, and ultimately goals achieved.

**Director of Learning Services**

**Allen Communications Learning Services**

2011 – 2012 | Telecommute (Position based in Salt Lake City, UT)

- Deliver presentations of capabilities on technology-based solutions, needs analysis, web-based and blended learning, and performance/change management.
- Collaborate with teams to draft answers to requests for proposals. Once contract signed, created the implementation plan and working with cross-functional teams to ensure deliverables for projects were met on time and on budget.

**Senior Team Member, Co-Director**

**Franklin Covey**

1994 – 2010 | Telecommute (Position based in Salt Lake City, UT)

- Co-lead a team to sell leadership, productivity and assessment services to individuals and corporations.
- Made presentations to hundreds of director and C-level employees within Fortune 100 to 500 firms across multiple sectors (retail, banking, financial, insurance, government, and media outlets) about topics related to leadership, performance management, and organizational alignment.
- Develop strategic partnerships with industries, associations, and government entities to further relationships and drive business goals.
- Collaborate with fellow directors in development of system processes for efficiency. Deliver findings thru analysis and facilitation of stage 1 implementation.

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## Education

**Masters of Science** • Liberty University – Lynchburg, VA (*In progress*)

**Bachelor of Science in Management** • University of Phoenix – Phoenix, AZ

**Associates of Science** • Albertus Magnus College – New Haven, CT

## Board Memberships

National Sherriff's Association, Victim Services Committee Member, 2015 - Present

International Association of Chiefs of Police, 2015 - Present

Dustin's Place, Inc. (2009 to 2015), co-founder and vice president, Christian-based summer camp named after our son, who was killed by a drunk driver, providing summer studies, care, and fun, for children 1st to 7th grade in 12 area communities and town on shoreline of Connecticut.

National Board of Directors for Mothers Against Drunk Driving (MADD) (2010 - 2015), executive council (2011 to 2013), chairperson for Victims Services Committee (2013-2014).

State Advisory Council for Mothers Against Drunk Driving Connecticut (2006 to 2015), legislative liaison; spoke in front of hundreds of DUI/DWI offenders at drunk driving victim impact panels, press conferences and high school assemblies throughout the state of Connecticut and Massachusetts.

Shriver Society Honorary Board Member (in conjunction with Special Olympics Connecticut) Honorary Member for life

American Society of Training & Development and Chapter Member of ASUG: Past Memberships, NY Metro, and CT.

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## Executive Endorsements

"I have witnessed her excellent preparation and speaking abilities ... It was very obvious to me that she possessed excellent public speaking skills. She is well respected and known in the law enforcement and traffic safety communities across the country."

– Colonel Ron Replogle, Missouri State Highway Patrol (retired)

"It is my opinion that Colleen possesses the business acumen and experience necessary to contribute to the success of any organization who retains the passion and compassion to help it excel. Her quick rise ... to MADD's highest national position is evidence of her dedication and willingness to work hard."

– Robert Strassburger, President & CEO of Automobile Coalition for Traffic Safety, Inc.

Her ability to connect with policymakers and communicate both the intellectual and emotional case for a change of current doctrine enabled MADD to achieve significant legislative success during her tenure ... Her ability to convince was not confined to only governing chambers and lawmaking bodies. She rallies people where ever she goes."

– Debra Coffey, Vice President of Government Affairs for Smart Start, Inc.