

Dr. Sarah Martin, Ph.D. MPP MPH

Vice President of Health Solutions

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SKILLS

Industry leader with 15 years of experience in governmental Public Health, Health Services Research, and Health Technology. Dedicated to developing equity-centered solutions for the world's most important social problems through cross-sector collaboration and meaningful user engagement. Specializing currently in developing new solutions in Healthcare that integrate social and economic conditions into a holistic approach to wellbeing. Skilled communicator with experience in Social Marketing, Behavioral Economics, Journalism, Data Analysis, and Public Relations.

STRENGTHS FINDER 2.0

1. Woo
2. Communication
3. Competition
4. Futuristic
5. Strategic

EXPERIENCE

mySidewalk, Kansas City MO - *Vice President*

December 2018 - Present

- Established the company's SME Solution and Business Development team (Industry Strategy) responsible for 40% of new business pipeline generation and Go to Market Strategy for the industry.
- Oversaw the growth of the Health vertical from 1% of company revenue in mid-2018 to 66% by the end of 2020. Average Contract Value tripled during that same time period and logo and net retention currently the highest of all verticals.
- Expanded Health Solution offerings and developed product POV and marketing strategy for three new products in 2 years working with product and science teams.
- Led Content Creation for Health vertical including blog posts, subscription newsletter, and establishment of the company's first-ever podcast, [Gauze and Effect](#)
- Led Company's establishment of a Diversity, Equity, and Inclusion workgroup and organized training on implicit bias and anti-racist tech development
- Implemented design thinking workshops for clients and developed a repeatable curriculum for data storytelling.
- Co-led the company's strategy for Data Science as a Service and contribute to proprietary research.

Kansas City, Missouri Health Department - Deputy Director

December 2015 - December 2018

- Responsible for policy development, legislative advocacy, and Governmental Relations. Led the legislative charge to establish reforms in payday lending, educational quality, and substance use disorder funding and monitoring. Liaison to inter-governmental working groups on mental health access and overdose prevention.
- Established Department's first health equity-focused research unit responsible for comprehensive assessments and data storytelling.
- Integrated new partners in social marketing and behavioral economics into the work of the department.
- Created improved performance management systems using PEAK academy frameworks.
- Oversaw the Public Information Office and Communications. Served often as the official spokesperson of the department.
- Managed a safety net healthcare budget of roughly \$40,000,000, a divisional budget of \$900,000, and a team of 9 FTE direct reports, 2 FTE second-line reports, and 2-3 City Management fellows and Graduate Interns per year.

The University of Missouri, Kansas City - Assistant Professor of Health Services Research

June 2013 - December 2015 (Assistant Professor)

December 2015 - Present (Adjunct Professor)

- Developed new course tracks for Health Equity, Health Economics, Inferential Statistics, and Program Evaluation.
- Maintained a robust portfolio of consulting clients in the region, focusing on supporting the evaluation of mental health interventions.
- Oversaw study abroad programs in Cape Town, South Africa. Served as a visiting professor in Aux Cayes, Haiti, and led a research trip to Cuba.

EDUCATION

The University of California, Berkeley - Goldman School of Public Policy

Doctor of Philosophy in Public Policy, *Awarded May 2013*

The University of California, Berkeley - School of Public Health

Master of Public Health in Epidemiology, *Awarded May 2010*

Fields of Focus: Social Epidemiology; Epidemiologic Methods; Epigenetics

The University of California, Berkeley - Goldman School of Public Policy

Master of Public Policy, *Awarded May 2008*

Thesis: The Health Effects of Economic Development in Alameda County

California State University, Bakersfield

Bachelor of Arts in Political Science; Bachelor of Arts in Art History, *Awarded June 2003*

SELECTED MEDIA APPEARANCES

Bright Spots in Healthcare Podcast: How Community Based Organizations are Reshaping Healthcare:

<https://sharedpurposeconnect.libsyn.com/how-sdoh-cbos-are-reshaping-healthcare>

Host of Gauze and Effect Podcast: <https://soundcloud.com/sarah-martin-33912714>

Kansas City Business Journal “KC smart city tech firm makes key hires to keep growth boom going”

<https://www.bizjournals.com/kansascity/news/2019/01/22/kc-smart-city-tech-firm-makes-key-hires-to-keep.html>

KCTV5 “Officials push to make Pre-K a right, not a privilege”

<http://www.kctv5.com/story/38414263/officials-push-to-make-pre-k-a-right-not-a-privilege-in-kansas-city>

KSHB “KCMO Zip codes could determine how long you live”

<https://www.kshb.com/news/local-news/kcmo-zip-codes-could-determine-how-long-you-live>

CNBC “Underweight births are on the rise, especially among black mothers”

<https://www.cnbc.com/2018/03/12/underweight-births-are-on-the-rise-especially-among-black-study.html>

Kansas City Star “Do you live in one of the KCMO zip codes where life expectancy is going down?” <https://www.kansascity.com/living/health-fitness/article175312836.html>

KCTV5 “Surge in Heroin Deaths growing concern for KC Police”

<http://www.kctv5.com/story/34420268/surge-in-heroin-overdose-deaths-growing-concern-for-kansas-city-police>

KCUR “Gonorrhea and other STD’s are on the rise”

<http://kcur.org/post/gonorrhea-and-other-stds-rise-kansas-city-preliminary-data-show#stream/0>

Kansas City Star “To curb drug abuse, Jackson County establishes a prescription drug registry”

<https://www.kansascity.com/news/politics-government/article108833757.html>

GRANTS AND AWARDS

Aspen Institute / DeBeaumont Foundation PHRASES (Public Health Reaching Across Sectors) Fellow, 2019

Health Care Foundation of Greater Kansas City, Opioid Prevention Grant, 2018

Robert Wood Johnson Foundation, Culture of Health FAST Grant, 2017

National League of Cities, Healthy and Hazard Free Homes Technical Assistance Award, 2017

Academy Health Presidential Scholarship, 2015

University of Missouri Faculty Scholars Fellowship, 2014-2015

Duke University and the United States Census Bureau, Competitive SIPP Workshop Grant, 2014

University of California Dissertation-Year Full Fellowship 2012-2013

Departmental Fellowship, Goldman School of Public Policy 2011-2012

National Science Foundation, Interdisciplinary Training Grant (IGERT Fellowship) 2009-2011

Robert Wood Johnson Foundation, TA Grant, University of Michigan Child Health Disparities Symposium 2011

University of Minnesota, TA Grant, Minnesota Population Center Symposium 2010

GOVERNMENT APPOINTMENTS AND COMMUNITY SERVICE

Gubernatorial Appointee, Missouri State Board of Healing Arts Board Member, 2015 - Present

Mayor's Appointee, Kansas City Missouri Health Commission, 2013-2015

Appointee, Advisory Council, Bay Area Air Quality Management District, 2010-2011

Board Member, Missouri Budget Project

Board Member, Migrant Farm Worker Assistance Fund

Council of Elders, Uzazi Village Birthing Center

Spirit Committee, Gillis Center Residential Foster Home

Board of Directors, Goldman School of Public Policy Alumni Association

Chair of the Board, Mother Child Health Coalition of Kansas City

Board Member, Waterstone Village Affordable Housing

Volunteer Leader, Neighbor 2 Neighbor Food Pantry and Soup Kitchen

ACADEMIC PUBLICATIONS

Martin-Anderson, S. with Lee, H.C. "Maternal Determinants of Breast Milk Feeding in a Neonatal Intensive Care Unit". *Journal of Neonatal Nursing*. 2015. 21(4): 150-156

Martin-Anderson, S. "Intent vs. Implementation: Spillover Benefits to Adult Males in WIC Households". *Journal of Nutrition and Health Sciences*. November 2014. 1 (3), 1-9

Martin-Anderson, S., "Exploring the Direction of Selection Bias in a Widespread United States Nutrition Program" *Social Science and Medicine*. October 2013. Volume 95. doi: 10.1016/j.socscimed.2013.03.013

Lee, H.C., Martin-Anderson, S., Lydon, A., and Dudley, A. "Clinician Perspectives on Opportunity for Breast Milk Feeding in the Neonatal Intensive Care Unit." *Breastfeeding Medicine*. April 2013. (8):176-80. doi: 10.1089/bfm.2012.0056.

Lee, H.C., Martin-Anderson, S., and Dudley, A. "Clinician Perspectives on Skin to Skin Care in the Neonatal Intensive Care Unit". *Breastfeeding Medicine*. April 2012, 7(2): 79-84. doi:10.1089/bfm.2011.0004.

Lee, H.C., Martin-Anderson, S., Gould, JB and Dudley, A. "Breast-milk feeding of very low birth weight infants as a function of hospital demographics". April 2011. *Journal of Perinatology* 31, S82-S82