

Understanding Your Organization's Strategic Direction to Increase Board Member Effectiveness

Please join us for an exclusive virtual session co-hosted by Kenya Beckmann, Matt Bader, and Rob Linn.



Zoom Live Meeting
Tuesday, June 4, 2024
12:00 p.m. - 1:00 p.m.

About

This session will be co-hosted by Kenya Beckmann, South Division chief philanthropy and health equity officer, Matt Bader, South Division chief strategy officer, and Rob Linn, founder of InsideOut Solutions. Together, they will provide valuable insights and tools for board members to increase their overall effectiveness as they navigate and better understand the organization's strategic direction.

We will tackle some critically important and intriguing questions together. Through best practice learnings we will establish a common framework for you to use as you conduct your important and valuable work as a board member.

Our Presenters

Kenya Beckmann has been a leading fundraising professional for more than 20 years in higher education and health care. Kenya joined Providence in 2019 and serves as the chief philanthropy and health equity officer for the South Division, responsible for 14 foundations, community health, and health equity across the state of California.

Prior to joining Providence, Kenya was executive vice president at Hoag Hospital Foundation. At HHF, she led Hoag Promise, a comprehensive, \$627 million fundraising campaign that reached its goal 18 months ahead of its scheduled completion.

In addition to health care fundraising, Kenya was a leader in higher education philanthropy at UC Irvine and the University of Michigan. She is an active board member at Providence High School, Amazing Grace Conservatory, and Solve M.E. and has served as a volunteer advisor for non-profit organizations throughout Southern California.

Kenya received her bachelor's degree from Cornell University, conducted research at Stanford, and received her master's degree from the University of Michigan. She moved to Orange County in 2004, where she and her husband, Matthew, have two sons and one daughter.

Rob Linn has been advising senior executives since 1985. Since that time, he has partnered with executives in over 300 organizations to help them optimize their leadership and the performance of their businesses.

Rob founded InsideOut Solutions in 2000 to work with senior executives to help them solve their most difficult problems of leadership, strategy, and operations.



Kenya Beckmann
Chief Philanthropy and
Health Equity Officer
Providence, South Division

Prior to founding InsideOut Solutions, Rob was a principal with Mercer consulting group for 15 years. Rob established Mercer's first leadership and strategy practice and served as the managing principal of this practice for the Western United States.

In the 15 years that Rob worked at Mercer, he helped the Western U.S. operations grow from less than \$50 million in annual revenue to over \$300 million. He has extensive training in business strategy, people strategy, mergers and acquisitions, organizational change, and leadership development.

Rob holds a B.A. in English literature from California State University, Fullerton. He and his wife Cris live in San Clemente, California. When not working, Rob enjoys surfing and spending time with his family.

Matt Bader currently serves as the chief strategy officer for the South Division. In his role, Matt is responsible for leading strategy, growth, and business development activities across Northern and Southern California. Since joining Providence in 2016, Matt has successfully led numerous partnership, affiliation, and joint venture activities to advance care delivery in each of our communities.

Aside from partnerships, Matt plays a critical role in strategy development and execution, physician alignment, clinical program expansion and partnering with key stakeholders to advance innovation throughout the South Division.

Having served Providence for almost a decade, Matt brings a wealth of experience having held roles in the health system, local hospital operations, and regional strategy. Matt has a passion for advancing healthcare and leading people to accomplish a greater objective. Outside of work, Matt enjoys spending time with his wife Whitney and two children, Malia and Pierson.



Matt Bader
Chief Strategy Officer
Providence, South Division



Rob Linn
Founder
InsideOut Solutions