

CHRISTINA FERZLI

Strategist, Attorney, & Proud Goober



PROFESSIONAL EXPERIENCE

Milken Institute

Director, Center for Public Health

📅 March 2017 – present 📍 Washington, D.C. & Boston, M.A.

- Forge strategic partnerships with the public and private sectors to drive impact
- Empower individuals and communities globally to live active and healthy lives through education initiatives, research studies, and effective programming
- Grow relationships with my network of 85+ celebrities to elevate the Institute's mission, awareness, stake in social culture, and brand
- Identify crucial areas of prevention of chronic disease through primary research and innovative models to target the elimination of costly and grave disease catalysts
- Grow the preparedness and capability of communities to respond to health emergencies such as Ebola in a productive, timely, and sustainable way
- Prioritize and reduce the stigma around mental health prevention and treatment
- Ensure financial sustainability through aggressive, creative, and viable fundraising

Partnership for a Healthier America

Strategy Director and Legal Counsel

📅 February 2013 – March 2017 📍 Washington, D.C.

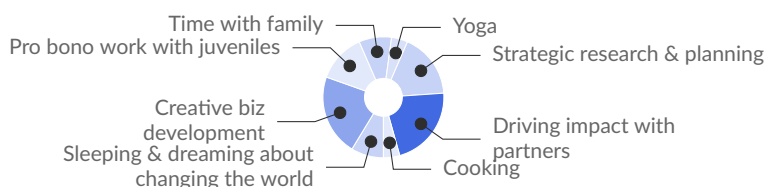
PHA is a health organization led by former First Lady Michelle Obama

- **Strategic Partnerships:**
 - Lead strategic partnerships that demonstrate success for key mission priorities
 - Secure creative in-kind partnerships such as media partnerships and digital alliances across different sectors and industries to raise awareness and drive impact
 - Lead the ideation and continued day-to-day management, renewal, an expansion of 30+ partnerships, resulting in over \$50MM value to PHA over three years
- **Celebrity Engagement:**
 - Cultivate relationships with celebrities as ambassadors working to elevate PHA's nationwide awareness and stake in social culture
 - Lead in-kind recruitment of 85+ celebrities to elevate PHA's mission and impact
- **Strategic Initiatives:**
 - Lead the creation and execution of a celebrity-laden marketing campaign ensuring partnerships, advertising, brand, communications, and innovative solution strategies met all objectives of the initiative; continuous focus on increasing campaign efficacy
 - Develop a sustainability plan to ensure long-term financial health of the campaign
 - Lead relationships for all partners of the campaign including corporations, researchers, creatives, vendors, consultants, celebrities, and media
- **Fundraising:**
 - Ensure the organization's financial sustainability by establishing aggressive revenue goals and developing a sustainability plan to achieve those goals
 - Secure financial support for PHA through strategic partnerships and corporate donations, with an achieved \$5MM goal annually in direct funding
- **Legal and Operational Success:**
 - Create a productive, efficient team culture necessary to accomplish strategic objectives with a "one-team one-goal" approach through communication-working to accomplish goals through collaboration and teamwork, not by pulling rank
 - Direct legal and compliance strategies by serving all the legal needs of PHA in an efficient, timely manner without compromising diligence and airtight contracts

Gibson Dunn & Crutcher LLP

Law Clerk; 📅 August 2010 – February 2013 📍 Washington, D.C.

A DAY OF MY LIFE



LIFE PHILOSOPHY

Hope is a weapon.

OFF PAPER

🏆 **My attitude in life is**
Eternally optimistic

📖 **The toughest lesson I've learned is**
There are only 24 hours in a day

🔧 **My super power is**
Finding a crack of light in a closed door and making sunshine

💡 **My best ideas come from**
My inner child

🏠 **The best advice I've been given is**
Stay humble

STRENGTHS

- Relentless
- Relationship-building
- Creative
- Detail-oriented
- Loyal
- Laugh at my own jokes
- SPSS
- Westlaw
- GIS
- LexisNexis
- Office

LANGUAGES

- English ●●●●●●
- Arabic ●●●●●●
- French ●●●●●●
- Spanish ●●●●●●

EDUCATION

Juris Doctor

Georgetown University Law Center

📅 August 2008 – February 2012

B.A. in Political Science, Sociology, English

Georgetown University

📅 August 2004 – May 2008

REFERENCES

Ryan Wilson, Senior Advisor, Milken Institute
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