

## Dr. Valerie Landfair

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a. 360 Ridge Ave, Unit 10-3,  
Evanston, IL

### SKILLS

#### Areas of Expertise:

- Change Manager
- Learning & Development  
Organizational Design Facilitation
- Leadership & Coaching Customer Service
- Process Improvement.
- Community Advocate

### INDUSTRY EXPERIENCE, BACKGROUND

- Entrepreneur
- Consulting
- Community Engagement
- Energy
- Education
- Insurance

### EDUCATION & CERTIFICATIONS

- Ph.D., Theological Studies
- MDiv, Theological Seminary
- BS, Organizational Management

## Background

Ms. Landfair has 25+ years of project management and noteworthy experience coaching executives, managers, and individuals within diverse industries. She has an effective track record of leading small, medium, and large size teams and achieving impressive results as a change agent. In addition, she successfully managed multi-million COVID grants, trained leaders, and published articles that helped raise the consciousness of societal norms.

### EXPERIENCE

#### **VRL, Integrative Coaching, LLC**

March 2020 – Present

#### *President*

A seasoned consultant, Ms. Landfair offers expert personal and professional coaching and consulting services specializing in leadership development, cultural diversity, and inclusion strategies.

Key accomplishments include the following:

- Administered and facilitated the analysis of the Intercultural Development Inventory (IDI) for Fortune 100 companies, enhancing intercultural competence within these organizations.
- Collaborated with internal and external stakeholders to create a comprehensive Racial Equity Action Plan for a public company, enhancing fairness and inclusivity within the organization.
- Executed a large-scale assessment for 1,000 employees to scrutinize conditions related to racial equity, explicitly focusing on Black, Indigenous, Latinx, and Asian stakeholders. This initiative will inform future steps and action plans.
- Coached and developed 278 at-risk inner-city youth across Milwaukee, Chicago, and Zion, IL, to college readiness, resulting in over 70% acceptance into higher learning institutions.
- Produced and conducted 260 workshops on themes such as "Surviving, Thriving, and Flourishing: Formal and Informal Leaders" and "Politics of Identity: Voices from the Margin."

#### **Sinai Community Institute, Inc.**

August 2020 – Present

#### *Management Consultant*

As a Management Consultant at Sinai Community Institute, Inc., I coordinated a million-dollar federal grant to respond to COVID-19's disproportionate impact on vulnerable communities on Chicago's West Side. My strategy focused on tackling vaccine barriers and promoting vaccine uptake in collaboration with the City of Chicago's

Mobile Vaccine initiative. I also hosted vaccine education discussions to inform and engage the community. Currently, I am spearheading the management of the Healthy Chicago Equity Zones Grants for Chicago's nine West Side communities. This initiative is the administrative backbone, providing fiscal oversight, contract administration, and coordinating communications to meet HCEZ program goals. My efforts ensure that regional health needs are integrated into citywide health equity discussions, significantly contributing to the advancement of health equity across Chicago. Key accomplishments include the following:

- Currently managing the Healthy Chicago Equity Zones Grants, enhancing fiscal oversight and operational efficiency to support disease prevention and health equity initiatives across Chicago's nine West Side communities.
- Staff and coordinated efforts that led to 6,920 individuals receiving the COVID-19 vaccination or booster shot.
- Orchestrated an influential vaccine outreach phone bank, placing 44,399 calls, leading to 131 vaccination appointments.
- The COVID-19 Education team interacted with 35,291 individuals and disseminated 68,679 educational fliers and 11,494 toolkits.
- The Team attended 232 events to boost vaccine acceptance and knocked on 39,706 doors.
- Contacted key community locations, making 218 targeted calls, focusing on seniors, people with chronic conditions, disabilities, and daycare centers.
- Contributed to the execution of an impactful marketing campaign that attracted 28,774 impressions and reached 19,454 unique viewers, enhancing brand awareness and audience interest.

**Firstfruit Ministries, Incorporated (501c3)**

March 2018 – Present

Founder and Executive Director

As Founder and Executive Director of Firstfruit Ministries Inc., a 501(c)(3) organization:

- Stepped into the role of Interim Pastor for five months in 2023, providing spiritual leadership through preaching and teaching and encouraging spiritual growth within the church community.
- Initiated and consistently hosted daily prayer sessions since 1997, cultivating a sense of spiritual enrichment and unity among attendees of diverse backgrounds.