

Theory Consulting Group, LLC

Alicia R. Wallace, MPH

Principal

202.215.2207 | theoryconsultinggroup@gmail.com | [linkedin.com/in/iamaliciawallace](https://www.linkedin.com/in/iamaliciawallace)

PROFILE

Results driven strategic thinker with over 10 years of experience helping public and private companies bring clarity to complexity and form solutions to their strategic challenges. Leads multidisciplinary teams to help leaders see new possibilities for their businesses and brands, turn their visions into powerful stories, build their teams, and launch new products and experiences.

Strategic Consulting and Business Analysis | Consumer Insights | Knowledge Transfer |
Cause-driven Marketing and Media | Influencer and Partner Development

PROFESSIONAL EXPERIENCE

AARP, Washington, DC

February 2016- Present

Director- Enterprise Initiatives

Leads matrix team and strategy for #DisruptAging (a movement that seeks to challenge outdated beliefs about aging)

- **Brand Transformation:** Created and executed plan to increase brand equity among millennial audiences that included message testing, event activations, social media content and influencer strategy, increasing brand equity among millennials by 21%
- **Social Media Strategy:** Executed a strategy to increase the digital conversation about aging and ageism within target markets and industries resulting in an increase of 11M engagements year over year.
- Developed expertise and ability to lead teams in the areas of content marketing, strategic planning + forecasting, social media, innovation, and project management.

AARP Foundation

February 2012 – 2016

Program Analyst- Isolation Impact Area

Responsible for developing, implementing, and promoting public health interventions that mitigate the negative health outcomes of social isolation among older adults.

- **Program Development:** Responsible for growth and expansion of the AARP Foundation's youth service and "reverse mentoring" initiative, Mentor Up. Managed through the cultivation of strategic partnerships (for-profit and non-profit), sponsorship, and the ongoing development and maintenance of a youth volunteer corps (3500+ volunteer profiles established as of February 2016).
- Utilized public health theory and best practices to develop and manage programs that have a social return on investment and improvement in health behavior as evidenced by the evaluation work conducted for Mentor Up and Connecting Caregivers to Community™.
- Spearheaded project development by writing concept papers, business plans, and presenting proposals to launch large-scale interventions that have a positive social return on investment.



Sapient, Washington, DC
Public Service - Consultant

July 2010 – February 2012

Responsible for leading client services teams in business strategy and planning, systems integration, and knowledge transfer.

Client: AARP Foundation

- Acted as a business research analyst for the strategy team to analyze and forecast conditions that aid poverty, hunger, and unemployment for the Foundation's target population, resulting in the addition or removal of several social service programs sponsored by the Foundation.
- Created business processes for 6 anti-hunger initiatives, including a national campaign to fight hunger.
- Conducted an assessment for the Foundation to determine technology capabilities and areas of improvement. Coordinated efforts across multiple departments to draft a 2-year technology work plan.

Client: Department of Homeland Security- Immigrations and Customs Enforcement

Responsible for business process improvement and standard operating procedures.

- Initiated and served as the key contributor to a special project to make the IT procurement process 75% more efficient.
- Recorded the client's daily operations in a Standards and Operating Procedure document to improve communications with other departments and standardize workflow between team members.

Accenture, LLC, Reston, VA
Public Service – Consultant

January 2006 – July 2010

Client: Department of Homeland Security- Transportation Security Administration

Led multidisciplinary team in the launch of new department within TSA.

- Exhibited ability to bring ideas from conception to launch by serving as the project manager for the build-out of TSA's Secure Flight Call Center.
- Oversaw staffing, training, and drafting of policies and executive presentations for a highly scrutinized public facing program. Conceived and facilitated training for over 50 employees including content development for the knowledge management system. Drafted and maintained the project plan, standard operating procedures, and operations optimization plan, leading to the timely launch of the program.
- Developed and implemented an external communications system to contact over 150 stakeholders in the event of an emergency or outage, greatly improving the perception of the program.
- Served as Quality Assurance lead to monitor staff performance and identify training gaps, significantly improving the quality of customer service provided to our customers and end users.

EDUCATION

University of Maryland School of Public Health, College Park, MD
MPH, Major: Behavioral Health, Program Planning

May 2016

Howard University, Washington, DC
BBA, Major: Marketing

August 2005

AWARDS + MEDIA MENTIONS

- Media Mentions and Features: @essence, @nytimes, @girlboss, @broccolicity, @createandcultivate, @girltalkhq,
- Awards: Jackie Robinson Foundation "42 Under 40" Award for outstanding career achievement and community service, United Negro College Fund /Oracle Scholar

