

**Jay Redd, Esq.**  
**Nominated by NAMI Mercer NJ**

**CANDIDATE NARRATIVE**

**Strengths and attributes the NAMI Board has identified as high-priority needs for the 2021-2022 board; any strengths/attributes identified by the candidate are starred and in bold:**

- **Diversity of age, race, ethnicity, language, experience and national geography\*\***
- **Knowledge of the philanthropic community and track record with donor cultivation\*\***
- Experience with a variety of revenue models and financial oversight and management
- Human capital management including professional experience in human resources and personnel development & management
- **Legal and risk management\*\***
- **Criminal Justice experience, professional and/or lived\*\***

**In 250 words or less, please explain how you will use your skills in the above areas to move the mission of the NAMI Board forward. If you do not have any experience in these areas, please explain what qualities you possess that the NAMI Board of Directors should consider when making their recommendations to the membership.**

I have used my skills to meet people where they are and increase individuals' knowledge of mental illness. In my community, I ensured that we took a holistic look at education that included mental health. As an advisor to policymakers, I used my legal skills to craft policies that promoted greater access to services and ensured that mental health a key component of health policy. As an individual, I have done my best to tell my story and discuss mental health with all who seek to learn more.

**I have personally helped advance the NAMI mission in my community by...**

-serving as a connector to educational institutions within my community.

**I work well in coordination with other leaders to accomplish goals as evidenced by...**

the relationships established through collective efforts and the successes we have achieved and will achieve in reducing the stigma of mental illness.

## **NOMINATOR NARRATIVE**

**Janet Haag**  
**Executive Director, NAMI Mercer NJ**

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- **Knowledge of the philanthropic community and track record with donor cultivation\*\***
- **Experience with a variety of revenue models and financial oversight and management\*\***
- **Human capital management including professional experience in human resources and personnel development & management\*\***
- **Legal and risk management\*\***
- **Criminal Justice experience, professional and/or lived\*\***

**In 250 words or less, please explain how the candidate will use their skills in these areas to move the mission of the NAMI Board forward. If the candidate does not have any experience in these areas, please explain what qualities you feel the candidate possesses that the NAMI Board of Directors should consider when making their recommendations to the membership.**

Jay gets involved; he doesn't stand on the sidelines. A relationship builder, Jay is all about making connections among individuals, groups, organizations, and leveraging his expertise and contacts to promote initiatives he values, causes in which he believes. Fortunate for us, NAMI is among his priorities. Jay has made numerous connections for NAMI Mercer NJ. Through Jay, we have been invited to make mental health presentations to the Ombudspersons, the NJ Apartment Association, and the State Police civilian employees (to name but a few). He has connected us with politicians at the state and local levels. Jay has created a broad base of support for NAMI Mercer by inviting family, friends, colleagues, acquaintances to get to know us, to share our mission, benefit from our programs, and contribute to the Walk. Jay forges and maintains strong personal relationships through his remarkable compassion and kindness. He is known for unexpectedly sending postcards of encouragement and gratitude, as well as going to great lengths: wearing an orange tuxedo, dressing in a shark costume, assuming the persona of Alexander Hamilton – all to engage people's imagination and encourage their support for NAMI. In addition to his amazing personal qualities, Jay is a smart, talented, skillful professional. He helped NAMI Mercer successfully navigate a very challenging dispute several years ago, putting our affiliate on a more positive trajectory with a wider sphere of influence. Jay would represent NAMI's diverse base of constituents with the same integrity and care he has demonstrated toward NAMI Mercer.

**This individual has helped advance the NAMI mission in my community by...**

living and breathing our mission in his everyday life, personally and professionally. Jay is a "connector" par excellence, bringing individuals and groups together for common cause. He is creative, thoughtful, willing to step in and do what he does best to advance our mission. Jay goes above and beyond expectations. He is a visionary leader who helped us imagine a brighter future for our affiliate and a skillful administrator who managed conflict in a non-confrontational way. Stated quite simply, Jay embodies NAMI's mission.

**This individual works well in coordination with other leaders to accomplish goals as evidenced by...**

Jay's career trajectory and the fact he is a well-loved, well-respected member of our Board, our local community and beyond. Good leadership is based on trust and Jay inspires trust. He isn't just a team member, he is a team builder. Honestly, we can't say enough good things about Jay or what an asset he would be to the NAMI National Leadership Board.