

## Shannon Terrell Gordon, EdD, LCSW, CFRE

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*Shannon is a valued partner who brings both passion and competence to serving her communities.  
Judy Fitzgerald, Commissioner, Georgia Department of Behavioral Health & Developmental Disabilities 2016 to present*

*In my 40 years of coaching C-suite executives (small shops to Fortune 100), Shannon is a unique combination of character, competence and heart. She's an excellent listener, quick study and fast processor who can be counted on to follow through with excellence. Geuninely kind and likable with deep clinical and business knowledge of behavioral health, her special gifting is bringing order toward achieving important, complex goals successfully. Her greatest energy is evident when she's on the leading edge.  
John C. Horton, Sr. – Collier Brown & Associates*

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### Professional Background & Relevant Work Experience

#### River Edge Behavioral Health, 2009 to present

*Chief Executive Officer*

Guide a leadership team of 25 and a staff of 765 FTEs to excellence in operating a multi-county, comprehensive community mental health center providing an outpatient through acute residential continuum of treatment and recovery support services for individuals ages 5 to 95 with mental illness, addiction, or co-occurring behavioral health disorders, community and residential inclusion supports for adults with intellectual disabilities

*Accomplishments:*

- ✓ Agency repeatedly recognized by international accrediting body, the Commission on Accreditation of Rehabilitation Facilities, as exemplary in the areas of leadership and supported housing, by federal financing administration as exemplary in the area of health information technology, by the Georgia Department of Behavioral Health and Developmental Disabilities as exemplary provider of supported employment and assertive community treatment services
- ✓ Operating budget increased from \$23M annually to \$53.4M annually during tenure; continuous record of unqualified audit opinions with no material findings
- ✓ Administrative expenses trail state and national average; key performance indicators score 92% or higher.
- ✓ Staff turnover below national average; client satisfaction scores consistently exceed 95%.
- ✓ Board, leadership and management team recognized at local, state and national levels as visionary, pragmatic, insightful and committed to service and staff as well as process improvement to improve efficiency and effectiveness.
- ✓ Organization delivers \$153M in economic impact to the region annually, per Regional Commission 2018 study
- ✓ Perform PRN individual clinical evaluations for involuntary commitment as well as individual, family, group counseling. Specialties: solution-focused, brief therapies, cognitive behavioral treatments, substance use disorders, dialectical behavior therapy

#### River Edge Foundation, 2009 to present

*Chief Executive Officer*

Lead team of 6 that develops properties and spurs philanthropic giving to provide additional services and supports for persons with mental illness, substance use disorders and/or developmental disabilities

*Accomplishments:*

- ✓ 58 units of housing for persons with mental illness or substance use disorders developed on time and budget
- ✓ 7 units of universal design housing developed for persons with intellectual disabilities on time and budget
- ✓ Beginning 2014, began private philanthropic efforts (board development, culture of philanthropy, donor recruitment, cultivation, solicitation and stewardship, communications)
- ✓ 2021 annual campaign topped \$150,000 and \$14.2M capital campaign successfully completed 2019
- ✓ Current net assets \$7M; current endowment \$2M and growing

#### Mercer University, School of Medicine, 2009 to present

*Assistant Professor, Department of Psychiatry and Behavioral Sciences*

## **River Edge Behavioral Health, 2004-2009**

### *Director of Strategic Projects*

Supported Chief Executive Officer in accomplishment of strategic initiatives, principally, Medicaid managed care contracting, brokering of a multi-agency, multi-year and multi-million dollar enterprise wide electronic health record contract, served as implementation project manager for said electronic health record

#### *Accomplishments:*

- ✓ Secured favorable contract terms and guided \$23M, 400 FTE organization through successful implementations of complex initiatives winning national accolades for electronic health record work

## **Community Health Works, 2001-2004**

### *Chief Executive Officer*

Founding President & CEO of this regional, vertically integrated nonprofit health network providing a full continuum of care for chronically ill, uninsured adults averaging two co-morbid conditions, needing five prescriptions per member per month, with incomes below federal poverty

#### *Accomplishments:*

- ✓ Grew network from 0 to 90 physicians, two clinics, public and behavioral health providers, five hospitals and 22 pharmacies.
- ✓ Brokered \$1.157 million in local cash commitment, leveraged that to \$2.4 million in additional state, federal and philanthropic investment which then leveraged \$9.5 million in donated care for patients, recouped \$1 million in otherwise lost reimbursement for partners and won several national awards.
- ✓ Developed a powerful patient care oriented approach to care management
- ✓ Developed a state-of-the-art, web-based information technology platform that automated all business functions and included EDI capacity.

## **McIntosh Trail Mental Health, Mental Retardation & Substance Abuse Services, 1991 to 2001**

### *Director of*

#### *Utilization Management, Medical Records, Substance Abuse and Psychiatric Stabilization Services*

Developed and managed continuum of services for children, adolescents, adults and families in ten sites across a seven county region of Georgia through the work of 100+ supervisees and a budget of \$3.7M; developed the agency's first managed care contracts and utilization management processes; led the telecommunications linkage of thirty service sites; served as agency JCAHO CQI Coordinator

#### *Accomplishments:*

- ✓ Developed services (including construction, financing, licensure) of a \$1.2 million dollar psychiatric stabilization facility with an annual operating budget of \$1.3M
- ✓ Won RFP and developed financing stream for outpatient & residential services for women seeking recovery from chemical dependency and their children, annual budget \$.75M

## **Parkside Medical Services, 1988-1991**

### *Youth Program Counselor (1988-1989)*

### *Youth Program Manager (1989-1991)*

Delivered and co-ordinated clinical assessment, crisis intervention, individual, family, group, and multi-family group services for youth and their families struggling with addictions.

#### *Accomplishments:*

- ✓ Developed national clinician training programs

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## **Awards and Honors**

- ✓ 2019 Selected to 5 Person Strategic CEO Workgroup to Inform the future direction of the Georgia Department of Behavioral Health & Developmental Disabilities
- ✓ 2018 Cohort Representative to the School of Graduate & Professional Studies, Trevecca Nazarene University
- ✓ 2018 Achieved Certified Fundraising Executive (CFRE) & Certified Peer Specialist-Parent (CPS-P) designations
- ✓ 2018 Georgia Department of Behavioral Health and Developmental Disabilities Region 2 Behavioral Health Provider of the Year
- ✓ 2017 *Modern Healthcare* National Bronze Medal Winner "Unmasking Mental Illness" Campaign
- ✓ 2016 Elected Doctoral Cohort Representative to University by Peers
- ✓ 2014 Georgia Department of Corrections Program of the Year
- ✓ 2011 Commission on Accreditation of Rehabilitation Facilities gave leadership and supportive housing 'exemplary' designation

- ✓ 2004 National Association of Counties, Rural Program of the Year
  - ✓ 2002 Make It Happen Award Winner, National Advisory Committee, *Communities in Charge*, The Robert Wood Johnson Foundation
  - ✓ 1994 State of Georgia Young Careerist
  - ✓ Georgia Licensed Clinical Social Worker #1459 1991 to present
  - ✓ Georgia Certified Addiction Counselor, Level II; Certified Clinical Supervisor, Addictive Disease Treatment 1991-2001
  - ✓ Masters Class President, GPA: 4.0
  - ✓ College of Education Representative to University Council, 1984, GPA: 3.85
  - ✓ The University of Georgia Foundation Fellow Scholar
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### **Education**

- ✓ Trevecca Nazarene University – Nashville, Tennessee
    - Ed.D. in Leadership & Professional Practice
  - ✓ The University of Georgia – Athens, Georgia
    - Masters of Social Work
  - ✓ The University of Georgia – Athens, Georgia
    - Bachelor of Science in Education, Secondary English Education
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### **Community Involvement**

Peachstate Information Network, Founding Member 2004, Vice-Chair 2015-2017, Chairman 2017 to present  
Board Member, Georgia Association of Community Service Boards 2009 to present  
Board Member, Macon-Bibb Workforce Investment Board – 2014 to present; Vice Chair 2019-2020, Chair 2022 -  
Macon Rotary Club – 2009 to 2018  
Mary Persons High School TEMPO Chorus Booster Club – 2015-2017, President 2016-2017  
Founding Board Member, Georgia Supportive Housing Association – 2009-2017  
Board Member, Community Health Works, 2004-2016  
Board Member, The American Red Cross, Central Georgia Chapter, 2015-2016  
Rock Springs Church 2008-present  
Prayer Team Member  
Counseling Ministry Consultant  
Sunday School Teacher  
Choir Member