



Mayor of Providence

David N. Cicilline

September 22, 2009

Honorable Members  
Providence City Council  
City Hall  
Providence, Rhode Island 02903

Dear Honorable Members:

Pursuant to the Articles of Incorporation of the Providence Plan, I am this day appointing Mr. Matthew Stark of 26 Corey Way, Warwick, Rhode Island 02818, to the Providence Plan for a term to expire on June 30, 2013.

Mr. Stark will be completing the un-expired term of Robert Walsh, who resigned.

Sincerely,

A handwritten signature of David N. Cicilline in dark ink.

David N. Cicilline  
Mayor

DNC: ljp

IN CITY COUNCIL

OCT 1 2009

READ  
WHEREUPON IT IS ORDERED THAT  
THE SAME BE RECEIVED.  
A handwritten signature of the clerk in dark ink.  
CLERK

## Matthew G. Stark

26 Corey Avenue, East Greenwich, RI 02818  
401.345.5352 • mstark@gmail.com • www.linkedin.com/in/mstark

### Work Experience

01/06 - present    State of Rhode Island  
Office of the Health Insurance Commissioner (OHIC), Providence, RI  
*Principal Policy Associate*

#### Policy and Legislation

Manage the identification, legislation and implementation of the healthcare policy goals for the Office and the Governor. Ensure effective coordination of goals with the following: the Governor's healthcare cabinet, the Joint Committee on Healthcare Oversight, key stakeholders, and statutory and regulatory responsibilities.

*Selected Accomplishments:* Developed and advanced 2006, 2007 and 2008 legislative packages; managed new product rollout of HEALTHpact; advised staff in the implementation of the Market Merger Task Force and Section 125 mandate.

#### Strategic Communication

Develop and implement strategic communication plan and regular communication channels to advance the goals of the Office.

*Selected Accomplishments:* Developed strategic communication plan for OHIC, defining target audiences, communication channels and process for identifying messages; rebranded OHIC, including logo, tagline, collateral material and website; HEALTHpact product branding coordinated between the Office and major insurers.

#### Public Relations

Develop and implement a process for identifying and communicating the work of the Office to the public, legislature, and other invested groups.

*Selected Accomplishments:* Elevated Office profile with earned media in print, web, radio and television; managed successful press conferences involving the Governor, Lt. Governor, legislators and partners; spokesperson in media, hearings and conferences.

4/03 - 12/05    Stark Group, East Greenwich, RI  
*Communications Director*

#### Strategic Communication

Assessment of clients' mission, vision, structure and goals. Developed communication strategy based the shared assessment. Managed brand coordination, core messaging, collateral suites, digital communication, and copy writing.

*Selected Accomplishments:* Rebranded a manufacturing supplier as they restructured from one division into five; expanded a gemstone wholesaler into online retail store yielding a 4:1 return on investment in the first year.

## Business Development

Added services through in-house expansion and strategic partnerships. Marketed and sold new clients while maintaining loyal client base.

*Selected Accomplishments:* Doubled the number of clients, tripled revenues; established new partnerships to offer e-commerce, database-driven websites, web content management tools and e-newsletter management.

2/00 - 4/03

EpiVax, Inc., Providence, RI

### *Project Manager*

Advised on business structure, products and services. Created systems for project management, business administration and grant submission. Managed research and development projects, including vaccine development for West Nile Virus, TB and HIV.

5/99 - 2/00

Brown University, HIV Education Prison Project, Providence, RI

### *Editorial Assistant*

Planned conferences sponsored by the HIV Education Prison Project, which included managing budgets, sponsors, a monthly newsletter and other promotional materials.

## **Selected Presentations, Publications and Awards**

"HEALTHpact," National Governors Association Defining Benefit Packages Meeting, Philadelphia, PA, March 26-28, 2008.

"HEALTHpact," Robert Wood Johnson Foundation's Academy Health State Coverage Initiatives, Nashville Tennessee, February 7-8, 2008.

"HEALTHpact Plans for Small Employers: Physician's Role," v90 Medicine & Health Rhode Island, November 2007.

"Employer-Based Health Insurance," RI Business Group on Health Summit, Warwick, RI, September 2007.

"HEALTHpact Plans," Cornerstone Group Employer Benefits Seminar, Providence, RI, August 2007.

2006 ReBrand 100 Global Award: "the highest recognition for brand rebuilding".

## **Education**

University of Rhode Island, Kingston, RI, Bachelor of Arts, English/Writing

## **Community**

Campaign consultant for Olin Thompson for RI State Representative 2007

Lt. Governor's Small Business Advisory Council; Healthcare committee

RISBDC Economic Summit Healthcare Committee

KIDSCOUNT Covering Kids and Families Committee

Greater Providence YMCA Board of Directors; Marketing Task Force (past member)

YMCA Camp Fuller Board of Directors; Board Chair (past member)

American Institute of Graphic Arts Board of Directors; Webmaster Chair (past member)