

To Whom it May Concern,

I am writing to express my interest in joining the Advisory Council for the Nevada Office of Minority Health & Equity. With a deep-rooted passion for maternal health equity and a commitment to serving diverse communities, I am eager to contribute my skills, experience, and perspective to support the council's mission of advancing health equity and addressing disparities across Nevada.

As a doula deeply engaged in community advocacy and maternal health initiatives, I have witnessed firsthand the significant impact of systemic inequities on the health outcomes of marginalized populations, particularly within the realm of maternal and reproductive health. Through my involvement in organizing Black Maternal Health Week events, facilitating community conversations for doulas and families, and volunteering as a team lead for the Maternal Mental Health Leadership Alliance, I have gained invaluable insights into the multifaceted challenges facing minority communities and the critical need for targeted interventions and policy solutions to promote health equity and ensure culturally responsive care for all individuals.

I am eager to collaborate with fellow council members, stakeholders, and community partners to identify and address the root causes of health disparities, advocate for policy changes, and develop innovative strategies to improve health outcomes and promote wellness among underserved populations in Nevada. With my combination of professional expertise, community engagement, and passion for social and reproductive justice, I am confident in my ability to make meaningful contributions to the council's efforts and drive positive change for the health and well-being of all Nevadans.

Thank you for considering my application. I look forward to the opportunity to contribute to the important work of the Advisory Council for the Nevada Office of Minority Health and Equity!

Respectfully,

*Tiara Flynn*

**Tiara Flynn**  
**Founder/Owner – The Phenomenal Mama**  
**Full Spectrum Doula | Speaker | Advocate**

## Tiara Flynn

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## SUMMARY

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Tiara provides expertise and experience in:

**Business ownership** - executive level administration, staff/employee training, business and leadership development, proposal submissions, day to day operations management, project management/coordination, scope of work development and tracking, and budget development.

**Military** - high-tempo operations, scheduling of personnel and aircraft, creating and training in various systems and programs, programs' management, organization of leadership presentations and coordination of workshops and panel discussions.

**Additionally** (proficient in) – *Microsoft Office Suite, Zoom Communications, WebEx, Basecamp Project Management & Team Communication Software, Mailchimp Email Marketing Software, QuickBooks Intuit, Eventbrite, Canva Design, Adobe Creative Cloud Suite, Animoto Video Editing, Nimble Database Tracking, Adobe Spark, Proposify, and more!*

## BACKGROUND

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Tiara was born in raised in Las Vegas, NV and lived in a big household of 10 people (2 adults and 8 children). She started working at the age of 14 on a local political campaign as one of the organizers and door to door canvassers. From there she worked a couple of other jobs, at the mall, in fast food, and eventually at her father's marketing firm as the first intern.

Upon graduation from high school, Tiara immediately enlisted in the United States Air Force where she served for nine years. There she completed three duty assignments, three overseas deployments and supported numerous relief and humanitarian missions. It was during her military tenure that she developed excellent problem-solving skills with great attention to detail. She was often placed in newly developing operations centers, and during a particular overseas assignment, was tasked with creating systems and the training continuity for her unit to work with 18 different country embassies in securing diplomatic country clearances of personnel and aircraft. One of which included the US Secretary of State

Halfway through her military career, Flynn rejoined the family marketing firm as majority owner and President/CEO during the rebrand. In 2016, she separated from the military completely to primarily focus on her executive role with the company and drive strategic direction. During her time as owner/CEO, Tiara wanted to extend the company's product offerings to an online platform. Thus, build, designed, created content for, and establish an original marketing membership platform, the Sumnu Solutions Zone. This platform was designed specifically for aspiring entrepreneurs and small business owners to learn the marketing process and achieve business development simultaneously.

While the family firm was an incredible launching pad into business ownership for Flynn, her true passion was in birth work. Ultimately, she made the decision to minimize her role and involvement as majority owner and CEO in the family firm. In the spring of 2019, she began her official certification to become a birth and postpartum doula. Although she had been assisting family and close friends at the births, her official certification was stalled due to the COVID-19 global pandemic. Ultimately, Tiara's dream is to open a full-service *birthing village* for families. Tiara launched her full-spectrum doula services practice, Phenomenal Mama in November 2021.

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From all her experience thus far in life, Tiara adds a very diverse perspective and approach to every team and project.

## **EXPERIENCE**

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### **U.S. Air force, February 2007 to February 2016**

Administration

- Created 500+ briefings for special operations location. Ensured accurate reporting for higher management
- Managed training records for 5k aviators
- Improved 70+ work center procedures in multiple geographic locations/implemented 22 new policies

OPERATIONS

- Scheduled/executed daily flight operations for 4 major weapons systems
- Executed \$38M, \$3.7K annual flying hour program for 14 aircraft worth \$1.2B
- Performed 700+ pre/post reports for training and real-world combat missions

### **SUPERVISION/TRAINING**

- Ran command & controller center for 800 personnel
- Trained 51 personnel. Increased work center productivity by 30%/filled 50% of vacancies

### **COMMUNICATION**

- Communicated effectively with 18 different country embassy's securing 214 diplomatic country clearances for 3 aircraft over 24-month period
- Coordinated lodging, visa approvals, country clearances for 24 personnel in Secretary of the State movements.

### **SUMNU MARKETING, PRESIDENT/CEO – 2011 to 2021**

As President/CEO, Flynn brings a leadership and management style that consists of discipline and attention to detail from her military experience that pushes the team to strive for excellence daily.

Sumnu Marketing was formed in 2011 as a spin off brand of Newsome Marketing Enterprises. Flynn joined the executive team during the re-brand and restructure. Sumnu Marketing is a small business marketing firm with an emphasis on branding, marketing, social media, and internet marketing. Sumnu Marketing was recognized as SBA Nevada Family-Owned Small Business of the Year.

- Sumnu has worked with the Regional Transportation Commission and the City of North Las Vegas on special projects related to outreach and small businesses.
- The firm's clients include MGM Resorts International and NV Energy (the state's largest utility company).
- Small business clients include Credit Management Association, Live Electric, and Martin Harris Construction
- Sumnu Marketing is active nationally with the U.S. Chamber of Commerce, U.S. Black Chamber of Commerce and Small Business Majority, a non-profit organization for small businesses.
- The firm's local associations are the Vegas Chamber of Commerce and Urban Chamber of Commerce.

### **PHENOMENAL MAMA, FOUNDER/OWNER – 2021 to Present**

As a full spectrum doula Tiara provides compassionate and personalized support to families before, during, and after childbirth, fostering a calm and empowering environment for birthing families.

The Phenomenal Mama was launched in August 2021.

**Vision** – Through continued outreach and education, our company wants to positively impact the overall maternal mortality and maternal mental health rates around the world.

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**Mission** – To educate, support, and advocate for families throughout the entire spectrum of reproduction. Ultimately the goal is to put the power of their healthcare back into their hands for better understanding of their care, rights, opportunities, and potential outcomes.

Through doula work, Tiara has worked on several community programs and initiatives over the past couple of years.

- Spearheaded several community events to promote awareness and advocacy for Black Maternal Health Week (The Kinship Cookout) - organizing educational workshops, panel discussions, and outreach initiatives to address disparities and improve outcomes for Black birthing individuals and families.
- Initiated and facilitated community conversations for doulas and families, creating safe and inclusive spaces for open dialogue, sharing resources, and fostering mutual support among birth workers and community members.
- Volunteered as a team lead for the Maternal Mental Health Leadership Alliance's – Maternal Health Advocacy Day – three years in row. Actively participating in planning and coordinating initiatives for Maternal Mental Health Day, including awareness campaigns, educational sessions, and support group activities aimed at promoting maternal well-being and reducing stigma surrounding mental health challenges during the perinatal period.
- Collaborated with local organizations, healthcare providers, and community leaders to advocate for policies and practices that prioritize maternal health equity, participating in advocacy campaigns, community partnerships, and policy forums to address systemic barriers and promote access to culturally responsive care for all birthing individuals and families.
- Engaged in ongoing professional development and education on topics related to maternal health, diversity, equity, and inclusion, actively seeking opportunities to enhance knowledge and skills, and contribute to the advancement of equitable and accessible care for diverse communities.

## KEY QUALIFICATIONS

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Certified, Full Spectrum Doula – Birth Advocacy Doula Trainings (BADT)  
Graduate, Northwest Career College Certified Medical Administrative Assistant

Administration

Leadership

Management

Data Collection

Scheduling

Training/Education

Community Relations

Customer Service

Directing/Team Lead

Planning / Event Coordination

Process Improvement

## AWARDS/RECOGNITIONS

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Women in Business & Politics Awardee

Nevada SBA Family-Owned Business of the Year, 2015

Air Force Commendation Medal

Air Force Achievement Medal

National Defense Service Medal

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Afghanistan Campaign Medal  
Global War on Terrorism Expeditionary Medal  
Air Force Overseas Ribbon Long  
Air Force Expeditionary Service Ribbon  
USAF Non-commissioned Officer Graduation Ribbon  
Airman Leadership School Distinguished Graduate

## EMPLOYMENT HISTORY

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2006 – 2007 Newsome Marketing Enterprises  
2007 – 2012 Aviation Resource Management U.S. Air Force  
2012 – 2014 Current Operations Scheduler  
2014 – 2015 Aviation Resource Management, Assistant Non-Commissioned Officer in Charge  
2015 Command Chief Executive Assistance, U.S. Air Force  
2015 – 2016 Aviation Resource Management, Non-Commissioned Officer in Charge  
2011 – Present Sumnu Marketing, President/CEO  
2021 – Present Phenomenal Mama, Founder

## VOLUNTEER/COMMUNITY INVOLVEMENT

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### BOARDS/COMMITTEES

- Small Business for America's Future, **Small Business Advisory Council Member**
- DOULA CO-OP of Nevada, **Southern Nevada Chapter President**
- Heart & Sol Collective, **Executive Board Member**
- Business Development Advisory Council for Clark County (BDAC) **Member**
- Committed to Our Business Community **Member**
- DreamSAFE Project Non-Profit Org **Board Member**
- Las Vegas Global Economic Alliance (LVGEA) **Small Business Advisory Council**

## NOMHE Advisory Committee on Minority Health Board Composition as of May 2023

	Name	Ethnicity	N NV, S NV or Central NV	Notable Interest in Health Issues Related to Minorities	Nonprofit	Healthcare Provider	Representative from Public at Large
1	<b>Tiara Flynn Certified Doula</b> (1 of 6 BoH Apptd; June 2024)	African American	Southern NV			Phenomenal Mama	
2	<b>Crystal Lee, PhD</b> (1 of 3 Dir Re-Appt; May 2022)	Native American	Southern NV	Professor of Native American Health Equity; Research Clinician		CEO, United Natives Health Center	
3	<b>Samuel Hickson, PhD</b> (2 of 3 Dir Appt; May 2022)	Hispanic	Southern NV	LGBTQ awareness, disparities, research		Social Worker, Intermountain Healthcare	
4	<b>Maggie Salas Crespo</b> (2 of 6 BoH Apptd; Sept 2023)	Latina	Southern NV	BIPOC focused advocate			PR Firm representative- focus on BIPOC awareness raising
5	<b>Andrew Thomas Reyes, PhD</b> (3 of 6 BoH Apptd; June 2024)	Asian/Pacific Islander	Southern NV	Assoc Professor – UNLV School of Nursing	Pres, AAPI Nursing Association of NV		
6	<b>Nicholas Dunkle</b> 4 of 6 (BoH Apptd; Dec 2022)	Latino	Northern NV		High Sierra Area Health Education Center		
7.	<b>Rev. Dr. Karen Anderson</b> (3 of 3 Dir Re-Apptd; Aug 2022)	African American	Southern Nevada	Former Nurse		Former Healthcare Admin	Faith-Based Community Leader
8.	<b>Rev. Debra Whitlock-Lax</b> (5 of 6 BoH Apptd; Dec 2022)	African American	Northern Nevada	Health Equity & Social Justice Advocate			Faith-Based Community Leader
9.	<b>Nancy Bowen</b> (6 of 6 BoH Apptd; Dec 2022)	Caucasian	Northern Nevada		CEO, NV Primary Care Association	Supports FQHCs, MCOs	