

City Council Application

First Name	Krista
Last Name	Curry
Phone Number	
Email Address	
Street Address	
Place of Employment	Sincere Care LLC
Position	COO
Length of residence in Cleveland Heights	2 years
Are you a registered Cleveland Heights voter?	Yes
What do you think would be your role as a member of City Council? What are your priorities for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?	<p>I am an advocate and trusted advisor wherever I go because of my ability to quickly learn new processes, laws, market trends, etc and then put them into action. My priorities would be ensuring that Cleveland Hts continues to evolve with where our world is now without losing what makes it great. Cleveland Hts is eclectic- it's a beautiful melting pot of creatives, business owners, families, retirees, and exuberant youth. There are housing changes on the horizon that benefit more than the current residents of the city and that integration will need support. My belief is that our local community matters more than what happens at the national level to our average citizen- this is where they feel the impact. I would hope to prioritize community activities that help out our small business owners, assist with youth programming and ordinances, and assist with sustainability policies. I am a mother of 2 and I know the differences that are made by great after school programming, creative offerings, and being able to successfully see young</p>

entrepreneurs creating income. I am also a citizen of the world and sustainability is extremely important to me. The underserved youth that attend my after school programming and summer camp are introduced to composting, community gardens, aquaponics, and resource conservation in didactic and fun ways. I have an outgoing personality and that makes it easy for me to engage with community members, host events, and do the work necessary to ensure that the city residents feel heard and our policy reflects what is both feasible and necessary.

What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council? What working knowledge of City Council meetings do you currently have?

I have sat in on City Council meetings in both Cleveland and Bedford Heights in the past. I am aware of the general flow of the meetings and the roles of each member typically. I am fortunate that my career choices have given me extensive knowledge in many areas.

Finance- I operated the finance and budgeting of a multi million dollar agency for individuals with developmental disabilities from 2020-2022. I then did this as a consultant for a large agency in Cuyahoga County before opening my own DODD agency in 2023. This agency has successfully grown to over 2 million dollars in revenue in the 2 years we have been open. I have secured grants, managed our payroll, taxes, and annual budget

Advocacy- My role at MIM Software grew very quickly as my skills were needed and appreciated. Today that Cleveland based company has been acquired by GE. Throughout the 7 years that I was there, I created the framework for the roles that the company has now, I built policy and procedures for hiring, promotions, product development, and client interaction. I have significant skill in assessing a company, process, or situation and determining

where the bottlenecks or weak points may be. After identifying this, I create a roadmap that will allow for improvement

Collaboration- Working in tech as a manager and with many businesses I have refined my skills in leadership. Leadership may look different depending upon the room I'm in, but effective leadership has the same tenets. I'm able to keep my team focused, understand the needs of the individuals on the team, detect when there is a need to shift focus, maintain objectivity, and be on the forefront of ways to improve my team individually and as a collective. I routinely...

... organized and ran project launches in the medical software realm

Data Analytics/Foresight- As a business owner I am never just looking at the "now"- I am always forward thinking. I am an individual who has always loved the power of data which can be feedback or hard and fast numerical data points. I create a roadmap for each of my businesses each year, and for my staff which outlines their objectives, check in points, any pivots, and how we actually meet the objective. The staff for my after school programs and the businesses I partner with complete the same roadmaps for their programs so that we can learn from everything and every interaction.

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

I received my bachelors in Psychology from Cleveland State. However it is my experience in Research & Development, Project Management, finance, and business ownership that has led to significant skill development that I now teach many other entrepreneurs and youth. As a business owner, board member of a non profit I have skills in efficiency facilitating meetings. I have also started my businesses from the

ground- I used my experience in tech to successfully market my businesses, train and recruit staff, and improve my programming and employee experiences. I have extensive experience in working with small business owners and in 2022 I began teaching other entrepreneurs how to open and run their own DODD agencies through a series of classes over 6 weeks. I believe I have listed the experiences that reflect my skills above.

Please list your recent community, professional or charitable involvements. List the most recent first.

Currently provide after school programming to over 90 children ages 5-17 and this number is expected to double before the end of the first quarter.

Organized and funded a “Back to School” event in Cleveland which occurred on 8/16/25. We recruited other local businesses which were able to showcase their unique offerings. We donated over 400 bookbags to families in need, provided free haircuts, braiding services for young girls, food, and information on upcoming after school programs

In May of 2025 I began operation of a summer camp/respite services for underserved youth in Cuyahoga and Lake County. We successfully served over 70 children at no cost to them 4 days a week and provided healthy meals along with field trips 3 out of 4 days each week. This led to the current after school programming which I offer and partner with various businesses in the county to provide tutoring, mentorship, STEM training, sports conditioning, and fun group activities.

As a member of a non profit which helped minority businesses in Cleveland with staffing, marketing, and business efficiency, I hosted entrepreneurial classes for Warrensville Heights High School monthly for the 2022-2023 school

	year
Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days? Please note, having a full time job will not disqualify any applicant, and Council works hard to accommodate all members schedules when scheduling meetings.	I am a business owner and make my own hours- over the next year I will be attending Law School on a part time basis but this will be during the day. I am grateful to have an extremely great support staff and work flexibility. I also do much of the work for my business doing off hours (late nights/weekends). During the summer I do enjoy engaging with our Summer Camp and this is typically complete by 3pm on any days that I pop in on the camp attendees.
State any additional information you would like to have considered.	My life goals and worldviews are that of an advocate. This can be seen in the various mothers whose children receive services from me and then request I sit in on teacher meetings or help navigate difficult situations. I apply the same advocacy to the healthcare that our elderly, disabled, and children receive by routinely attending appointments, reviewing medical charts, and helping with referrals to ensure their needs are being met. I have a unique connectedness to community work that was instilled upon me by my grandmother and parents who were teachers and activists. I ensure that the youth I'm able to serve learn how to use their voices in our complex world and I am a voice for those in need.

Please upload your CV or Resume (5 MB Limit)

Do you agree to electronically sign this form? Yes

Signature Krista Curry

KRISTA CURRY

INNOVATIVE & CHANGE DRIVEN COMMUNITY LEADER

CONTACT



SKILLS & EXPERTISE

Project Management

Sales

IT

Executive Level Relationship Development

Personnel Development

Data Analysis

Marketing

Product Development

Training Development

Financial Analysis

EDUCATION

Bachelor of Arts: Psychology & Pre-Med
Biology

Cleveland State University

2010-2014

College of Science and Health
Professions

HEALTHCARE IDN EXPERIENCE

HCA Healthcare

MSKCC

Cleveland Clinic

Kaiser Permanente

UPMC

Mass General

New York - Presbyterian

Sutter Health

Banner Health

Trinity Health

PROFILE

Accomplished and innovative leader with 15+ years in people management and business development. A proven history of success in the Healthcare and software space developing, training, and mentoring high-performance teams in exceeding goals. Incorporating a passion for the intersection of health equity and technology along the way. Extremely effective in large scale project management in the healthcare realm and other business sectors. Possesses an invaluable eye for identifying potential issues and developing innovative solutions that can be deployed to assist in client acquisition and company growth. Affinity for storytelling with both qualitative and quantitative data that assists in accelerating sales, increasing revenue, and developing a deeper understanding.

WORK EXPERIENCE

COO

Sincere Care 2022-Present

- Led recruitment and development of all staff in the DODD Agency
- Managed company budget and expenses
- Oversaw agency compliance in accordance with Medicaid and State of Ohio
- Managed all human resource responsibilities including ADP payroll for 100+ employees
- Assisted in overall agency growth increasing revenue from \$250k-2.2 million per year
- Developed after school programming based on holistic wellness for minority and underserved youth in Ohio
- Implemented and oversaw IT infrastructure

President

TILT Consulting 2020-Present

- Provide HR Support and framework development for businesses
- Provide company financial assessments, projections, and suggestions
- Assist in business development for established and newly inceptioned business through coaching, consultation, and profit review
- Host educational events for advancement of business knowledge and acumen
- Create policy and procedure manuals in compliance with the State of Ohio for DODD
- Provide compliance audits
- Provide leadership mentoring

Site Development Team Lead

MIM Software 2018-2021

- 1 of 4 individuals in company of 150+ employees to lead project management, incubation, and sales in Radiation Oncology, Radiology, and Nuclear Medicine
- Ensured timely renewal of over 10 million in clinical support contracts
- Closed sales in excess of 2 million USD each year
- Oversaw clinical trials from inception to FDA approval
- Lead innovator for company wide sales and support predictive analytical models
- Created framework for a highly effective consumer to sales pipelines utilizing data metrics, story telling, and deepening cross functional relationships
- Orchestrated major clinical collaborations and studies by establishing and maintaining relationships with high level physicians
- Developed both sales and site support teams whose performance was top in the company

KRISTA CURRY

INNOVATIVE & CHANGE DRIVEN HEALTHCARE LEADER

WORK EXPERIENCE

SKILLS & EXPERTISE

Product Development

High Profile Relationship Cultivation

Product Incubation & Rollout

Hubspot

Trello

SOFTWARE & SYSTEMS

G Suite

Microsoft Systems

Radiation Oncology TPS

Executive Coaching

Principal Clinical Support Engineer

MIM Software

2014-2018

- Developed, trained, and implemented company wide systems to increase support efficiency
- Provided mentorship and training to new hires
- Developed internal and external training programs
- Provided troubleshooting and training assistance to client bases located in the U.S., Canada, and Europe
- Broke down and evaluated user problems, using test scripts, personal expertise and probing questions.
- Performed internal BETA testing, provided feedback, and solicited customers for additional testing

REFERENCES

Tyler Edwards	Nuclear Medicine Team Lead	Tedwards@mimsoftware.com
Jessica Woodford	Cleveland Clinic Psychology Fellow	Jwoodford27@gmail.com