

BOARD OF LEGISLATORS  
COUNTY OF WESTCHESTER

Your Committee recommends passage of “AN ACT appointing Sharla V. St. Rose as a voting director to the governing board of the Westchester County Health Care Corporation.”

Your Committee is advised that in January 1997, the State of New York amended the New York State Public Authorities Law (hereinafter “Public Authorities Law”) by adding a new Article 10-C, Title 1, thereby creating the Westchester County Health Care Corporation (hereinafter “WCHCC”). Article 10-C, Section §3303(1)(b), of the Public Authorities Law provides that WCHCC shall be governed by fifteen voting directors, of which eight directors shall be appointed by the governor and seven directors shall be appointed by the legislature of the County of Westchester, subject to the approval by the County Executive. See Public Authorities Law §3303(1)(b).

Your Committee is in receipt of a letter from WCHCC Board of Directors Chair Zubeen Shroff recommending the appointment of Ms. Sharla V. St. Rose to the WCHCC Board of Directors. This ACT will appoint Ms. Rose for a five-year term to commence on March 18, 2024 and will expire on March 17, 2029.

Your Committee notes that Ms. St. Rose has outstanding qualifications which make her appointment to the WCHCC Board of Directors most desirable. Ms. St. Rose has a strong and impressive background in human resource executive management. She is the Managing Director for the Alterity Group, a leading independent consulting firm offering services designed to

optimize employee benefits and HR services for employers, private equity firms and their portfolio companies, human resource outsourcing organizations (PEO and ASO), and brokers. Prior to this, she was Vice President for more than a decade at NFP, a leading property and casualty broker, benefits consultant, wealth management, and retirement plan advisor.

Your Committee therefore encourages and urges the appointment of Ms. St. Rose as a voting director of the WCHCC's Board of Directors. Notably, this is a legislative appointment, which is subject to approval by the County Executive. See Public Health Authorities Law §3303(1)(b). As previously indicated, Ms. St. Rose is hereby appointed to a term of five (5) years as a voting Director in accordance with Public Authorities Law 3303(3)(b), the term to commence on March 18, 2024 and to expire on March 17, 2029.

Your Committee, after careful consideration, recommends the adoption of the attached Act appointing Sharla V. St. Rose to the Board of Directors of the WCHCC, subject to approval by the County Executive, for a term to commence on March 18, 2024 and to expire on March 17, 2029.

Dated: March \_\_, 2024  
White Plains, New York

COMMITTEE ON APPOINTMENTS

Act -2024

AN ACT appointing Sharla V. St. Rose as a voting director to the governing board of the Westchester County Health Care Corporation.

BE IT ENACTED by the County Board of the County of Westchester as follows:

Section 1. Pursuant to Article 10-C, Title 1, Section 3303, of the New York State Public Authorities Law, Sharla V. St. Rose is hereby appointed, subject to approval by the County Executive, to serve as a voting director of the Westchester County Health Care Corporation on for a term to commence on March 18, 2024 and to expire on March 17, 2029.

§2. This Act shall take effect immediately.

**Sharla V. St. Rose, DBA**  
**svstrose@gmail.com**  
**(646) 438-2981**

**Summary:** A results-driven executive with a strong track record of driving growth, profitability, and innovation. Proven ability to lead high-performing and cross-functional teams, execute strategic initiatives, and deliver sustainable results.

**Work Experience:**

- |   |                         |                          |
|---|-------------------------|--------------------------|
| <b>Alterity Group</b><br><i>Managing Director</i>   | <b>New York, NY</b>     | <b>04/2020 – Current</b> |
| <ul style="list-style-type: none"><li>• Lead a team of 9 executives and their direct reports, while developing and promoting a culture of collaboration and high performance</li><li>• Responsible for developing and executing the company's growth strategies, which included 2 acquisitions and a rebranding marketing campaign</li><li>• Create framework for delivering adaptive and innovative solutions to address the unique needs of each client, while increasing profitability</li><li>• Implement technology solutions to increase efficiency and employee satisfaction</li><li>• Oversee the company's financial performance</li></ul> |                         |                          |
| <b>NFP</b><br><i>Vice President</i>   | <b>New York, NY</b>     | <b>09/2010 – 04/2020</b> |
| <ul style="list-style-type: none"><li>• Successfully launched and managed a profitable Voluntary Benefits practice</li><li>• Oversaw voluntary benefits initiatives for key clients, including sales, request for proposal and enrollment processes</li><li>• Led cross selling initiatives across multiple practices</li><li>• Produced and managed budgets for Voluntary Benefits enrollment projects</li></ul>   |                         |                          |
| <b>Nemco Brokerage (Acquired by NFP)</b><br><i>Senior Account Executive</i>   | <b>New York, NY</b>     | <b>9/2009 – 09/2010</b>  |
| <ul style="list-style-type: none"><li>• Worked with key clients to develop health and welfare strategies</li><li>• Successfully integrated voluntary benefits into the core client offering</li><li>• Spearheaded Affordable Care Act communication strategy</li><li>• Developed consistency in client deliverables</li></ul>   |                         |                          |
| <b>Mercer Consulting</b><br><i>Associate Project Manager</i>  | <b>Philadelphia, PA</b> | <b>10/2007 – 09/2009</b> |
| <ul style="list-style-type: none"><li>• Provided specialized consulting and project management support for various phases and types of client projects</li><li>• Applied health care benefits expertise to solve client problems and challenges</li><li>• Collected, analyzed, and interpreted health care utilization and financial data to develop cost savings initiatives</li></ul>   |                         |                          |
| <b>Innovative Benefit Planning</b><br><i>Senior Account Manager</i>   | <b>Cinnaminson, NJ</b>  | <b>10/2006 – 10/2007</b> |
| <ul style="list-style-type: none"><li>• Responsible for the ongoing relationship and maintenance for an assigned book of business</li><li>• Provided support to the Sales Executive throughout the sales process including marketing support</li><li>• Conducted plan evaluation and client presentations during the renewal and sales process</li></ul>  |                         |                          |
| <b>EDS/ Towers Perrin HRO</b><br><i>Senior Benefits Specialist</i>  | <b>Cherry Hill, NJ</b>  | <b>02/2005 – 10/2006</b> |
| <ul style="list-style-type: none"><li>• Supervised call center employees, including training for new hires and existing employees</li><li>• Resolved escalated employee benefits issues</li><li>• Developed new processes for Qualified Medical Child Support Orders and other legal orders</li></ul>   |                         |                          |

**NYC Department of Education**

**New York, NY**

**06/2003 – 02/2005**

*Fourth Grade Teacher (New York Teaching Fellow)*

- Successfully prepared students for the New York State English and Language Arts Test and the New York State Math Test (100% promotion in 2003-2004)
- Used results from benchmark and interim assessments to individual instruction
- Served as Grade Leader, responsible for planning instructional activities and dissemination of information

**Jacada Inc.**

**Atlanta, GA**

**10/2000 – 01/2003**

*Human Resources Generalist*

- Managed Recruiting process including, conducting job analysis, preparing recruitment announcements, performing database searches, screening applicants, providing job-related test development and administration.
- Managed all aspects of company's benefits program including payments, selection of benefits provider, rates negotiation, and open enrollment (Medical, Dental, 401K, Workers Compensation, FSA, Prepaid Legal, etc)
- Administered and maintained the Affirmative Action and EEO programs
- Planned various company events including morale building activities, blood drives and health fairs, company meetings and celebrations

### **Skills:**

- Leadership and Team Management
- Strategic Planning
- Change Management
- Sales Strategy Development and Execution
- Culture Building
- Operational Efficiency
- Public Speaking
- Training
- Mergers and Acquisition
- Financial Analysis and Budgeting

### **Education:**

**Yale School of Management Executive Education**

Corporate Sustainability Management: Risk, Profit and Purpose, 2023

**Florida International University**

Doctorate, Business Administration, 2021

**Brooklyn College- CUNY**

Masters of Science, Education, 2005

**Baruch College- CUNY**

Bachelors of Arts, Psychology, 2000