**Executive Summary**

Accomplished 27 years of fire and rescue service experience while working through the ranks from Firefighter/Paramedic to the highest-ranking position within the Jacksonville Fire and Rescue Department (JFRD) serving the City of Jacksonville, Florida, of Director/Fire Chief. An eight (8 1/2) year Senior Leader of JFRD focused on fiscal responsibility, increasing service delivery, mitigating risk, increasing employee safety, diversity, efficiencies and reducing costs. Dr. Moreland is experienced in all aspects of fire and rescue services: Emergency Medical Services (EMS), Fire Services, Hazardous Materials, Recruiting, Emergency Medical Dispatch, Quality Improvement, investigations, Organizational Compliance with State and Federal Law, Union Negotiations, Research and Development, Public and Business Administration, Strategic Planning, Budgeting and Public Speaking. Dr. Moreland serves as a member of the Mayor’s Senior Leadership Team as the Director of Community Affairs.

**Work Experience**

2018 – Present **Adjunct Faculty, Jacksonville University**

2016 – Present **Battalion Chief - Rescue:**

* Directly responsible for JFRD field operations / staffing throughout City
* Ensure all apparatus and equipment utilized by the companies under their supervision are maintained in a state of readiness
* Maintain order and discipline within the companies within their district
* Take corrective action with deficiencies are found
* Treat personnel fairly, not shield incompetence, misconduct or neglect of duty
* Manage and oversee EMS operations
* Responsible for Quality Improvement through retrospective report reviews of personnel assigned to the rescue unit.
* Conduct analysis of drug inventory usage in an effort to reduce waste and cost associated with underutilized medications.

2015 – Present **Director of Community Affairs: Appointed by Mayor Lenny Curry**

* Member of the Mayor’s Senior Leadership Team
* Handle assignments by the Chief Administrative Officer and Chief of Staff
* Liason between the Mayor’s office and Emergency Management, Fire and Rescue and the Jacksonville Sheriff’s Department
* Attend and speak at various functions and activities on behalf of the Mayor
* Unified Command Team-member for all Major events in the City of Jacksonville
* Represent the Mayor’s office at town hall, forums, summits, and community meetings
* Oversees the Mayor’s Jacksonville Journey Initiatives
* Develops and maintains positive working relationships with community organizations, residents, business community, non-profit organizations, and government agencies as a representative of the Mayor’s office
* Performs public relations duties; organizes, plans, directs public/community meetings and responds to complaints and inquiries

2015 – Present **District Chief – Rescue / Health and Safety Officer:**

* Identify and cause correction of all health and safety hazards
* Involved in the development, implementation, management of JFRD Risk Management Program
* Authority to cause correction of non-imminent hazards to whoever has the authority and responsibility to cause correction
* Report all concerns, corrections, as appropriate and required to Division Chief of Rescue and Director/Fire Chief.
* Directly responsible for JFRD field operations within their district
* Ensure all apparatus and equipment utilized by the companies under their supervision are maintained in a state of readiness
* Maintain order and discipline within the companies within their district
* Take corrective action with deficiencies are found
* Treat personnel fairly, not shield incompetence, misconduct or neglect of duty
* Manage and oversee EMS operations
* Responsible for Quality Improvement through retrospective report reviews of personnel assigned to the rescue unit.
* Conduct analysis of drug inventory usage in an effort to reduce waste and cost associated with underutilized medications.

2012 – Present **Teaching**: **Barry University: Master Public Administration Program**:

Experienced Teaching:

* Public Private Enterprise
* Human Resource Management in Public Sector
* Leadership in Public Purpose Organizations
* Seminar in Public Financial Administration
* Public Programs Analysis and Evaluation
* Public Planning and Change Management
* Values and Ethics in Public Administration
* Budgeting/Finance Management
* Methods and Techniques for Public Administration

2010 – December 21, 2011 **Director/Fire Chief*:*  Appointed by Former Mayor John Peyton**

* Youngest appointee to the position of Director/Fire Chief in agency history.
* Directs the operations of a 1,200 member Fire and Rescue Department providing fire, rescue and emergency medical services to the citizens and visitors of Jacksonville, Florida, responding to approximately 120,000 calls annually.
* Responsible for the overall operation and direction of Administrative Services, Emergency Preparedness, Fire Operations and Communications, Fire Prevention, Fire Rescue, Training and Emergency Medical Services.
* Directs and manages an operating budget of approximately $164 million.
* Ensures reimbursement of approximately $15 million in revenues to impact the City’s General Fund.
* Manages and directs the activities of 54 fire and rescue stations and a marine section responsible for servicing approximately 840 square miles while also providing port security and emergency response for the St. Johns River.
* Created, introduced and implemented JFRD’s Seven Strategic Initiatives outlining what the Department needed to accomplish to improve response time and a defined focus on creating a new standard for emergency services.
* Implemented a community-canvassing program to inform and educate citizens.
* Developed and implemented operating budgetary reductions of approximately 2% and personnel related reductions of 2%, respectively, without impacting service delivery to the citizens of Jacksonville.
* Provides oversight of the JFRD grant program of approximately $7.2 million annually.
* Experienced speaker; specializing in motivation and inspiring both large and small groups of individuals in common vision and purpose. Extensive presentation skills.
* Extensive experience in Healthcare management, legal and ethical dilemma, Identity theft (red flag rules) related to patient healthcare information, HIPAA, and legal/statutory mandates.
* Extensive knowledge on CMS, Medicare, Medicaid, Self-pay, Health Insurance, ICD-9 codes, and guidelines for healthcare billing.

2003 - 2010 **Division Chief of Rescue: Appointed by Former Mayor John Peyton**

* Department’s first minority and African-American appointed as the Chief of Rescue.
* Responsible for managing the operations and activities of approximately 275 employees providing pre-hospital medical care in response to more than 91,000 Emergency Medical Services (EMS) calls annually.
* Managed operating budgets up to $40 million, prepared the annual budget and fiscal spending and revenue requirements; monitored budget compliance.
* Increased number of rescue units in service by 36% to proactively ensure adequate coverage based on projected community growth.
* Increased staffing levels to add district chief supervision at all station locations.
* Developed and executed the (EMS) Guidelines utilized by the City of Jacksonville during Super Bowl XXXIX.
* Served on the Incident Command Oversight Team for Super Bowl XXXIX.
* Led the Incident Command Team for all Jacksonville Jaguars home games.
* Rewrote and implemented new EMS policies and procedures, resulting in an immediate 88% increase in revenue received related to rescue related activities.
* Managed the EMS effort, on scene, during the Berkman Garage collapse, personally attending to 14 people.
* Key member of an executive team responsible for the creation and execution of a long- term strategic plan for all Fire Station Renovations/Replacements.
* Procured new technology to modernize and transform the way EMS was delivered to the citizens of Jacksonville.
* Leveraged a focused use of technology to increase revenue, efficiencies and implement cost saving measures.
* Served as the department Ethics officer
* Extensive experience in Healthcare management, legal and ethical dilemma, Identity theft (red flag rules) related to patient healthcare information, HIPAA, and legal/statutory mandates.
* Extensive knowledge on CMS, Medicare, Medicaid, Self-pay, Health Insurance, ICD-9 codes, and guidelines for healthcare billing.
* Involved with Quality improvement/Assurance and Compliance activities
* Policy and procedure development department –wide
* Department Ethics officer

2002 - 2015 **Captain/Paramedic:**

* Manage and oversee EMS operations at the company level.
* Responsible for Quality Improvement at the company level through retrospective report reviews of personnel assigned to the rescue unit.
* Conduct analysis of drug inventory usage at the company level in an effort to reduce waste and cost associated with underutilized medications.
* Oversee EMS operations at the company level and maintain company readiness through shift briefings, training, and education with personnel at the fire station.
* Maintain fire station decorum with an emphasis on effective and efficient customer service.

1999 – 2002 **Lieutenant/Paramedic:**

* Served as a Paramedic Lieutenant responsible for emergency medical service HazMat mitigation.
* Developed and implemented training curriculum for emergency medical technicians and paramedics.
* Monitored and ensured all employees maintained training hours and required certifications.
* Promoted to Hazardous Materials Team Officer.
* Part of Specialized Team sent to World Trade Center and Pentagon as a result of the acts of terrorism occurring September 11, 2001.

1996 – 1999 **Engineer/Paramedic:**

* Served in the capacity of Hazardous Materials Team Member.
* Evaluate emergency activities to ensure they complied with the organization strategy to save lives and mitigate loss.
* Conducted vehicle and station maintenance to ensure safety and equipment compliance.

1990 – 1996 **Firefighter/Paramedic:**

* Served as a Hazardous Materials Technician.
* Served as a Firefighter, Emergency Medical Technician (EMT) and Paramedic on fire engine 7
* Performed in a capacity to mitigate and respond to emergency situations, fire suppression and emergency medical services.

**Education**

**\*\*\*** U.S. Department of State’s Bureau of Educational & Cultural Affairs (ECA) and World Learning

***Fullbright Specialist*** Washington, D.C.

***October 2017-2020***

Nova Southeastern University Fort Lauderdale, Florida

***Doctorate of Education August 2009***

Major: Organizational Leadership

Minor: Conflict Resolution

Nova Southeastern University Fort Lauderdale, Florida

***Master Public Administration July 2006***

Edward Waters College Jacksonville, Florida

***Bachelors in Business Administration May 2003***

Degree in Organizational Management

Florida Community College Jacksonville, Florida

***Associates Degree August 2000***

Nursing (RN)

Florida Community College Jacksonville, Florida

***Associates Degree May 2000***

Emergency Medical Service Management

**Certificates/Achievements**

* 2014 Appointed by State of Florida, Surgeon General, Chairman, EMS Advisory Council
* 2013 Reappointed by State of Florida, Surgeon General - EMS Advisory Council
* 2009 Appointed by State of Florida, Surgeon General - EMS Advisory Council
* 2009 (Mark Fingeret) EMS Administrator of the year award
* 2008 Marilyn Crook EMS Pioneer Award
* 2008 Alumni, Leadership Jacksonville
* State of Florida, Certified Paramedic
* Past member of the Sheriff’s Office (JSO) Special Weapons and Tactics (SWAT) Medic Team
* Urban Search and Rescue trained
* Hazardous material Technician Certification
* National Incident Management System Certification: ICS 100, 200, 300, 400, 700 and 800
* Ambulance Strike Team Deployment Leader
* Field incident Safety Officer Certification
* Fire Service Instructor III
* Critical Incident Stress Management (CISM) Certification
* Formerly, Emergency Medical Dispatch Certified

**Professional Associations**

* State of Florida, EMS Advisory Council Member
* State of Florida, EMS Advisory Council Chairman
* State of Florida, Data Committee, Bureau of EMS
* State of Florida, Domestic Security Oversight Council (Present)
* State of Florida, Strategic Planning Oversight Team (Present)
* Member, International Association of Firefighters
* Member, Florida Fire Chiefs Association
* President, Florida Association of County EMS (FACEMS)
* Member, Florida Fire Chief’s EMS Advisory Council
* Past member of the Metro Fire Chief’s Association
* Board of Directors, Global Jacksonville
* Board of Directors, WJCT

**References**

Available upon