



**Committee:** Directly to Council  
**Staff:** Selena Mendy Singleton, Esq., Clerk of the Council  
**Purpose:** To interview  
**Keywords:**

AGENDA ITEM 4  
September 28, 2021  
**Interview**

## SUBJECT

Interview County Executive's appointees as Assistant Chief Administrative Officers: Sonia Mora and Yaakov (Jake) Weissmann

## EXPECTED ATTENDEES

Sonia Mora and Yaakov Weissmann

## COUNCIL DECISION POINTS & COMMITTEE RECOMMENDATION

None.

## DESCRIPTION/ISSUE

Ms. Mora and Mr. Weissmann are being interviewed as the County Executive's appointees as Assistant Chief Administration Officers.

Confirmations are tentatively scheduled for October 12, 2021.

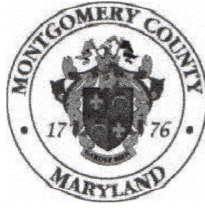
## SUMMARY OF KEY DISCUSSION POINTS

Not applicable.

### This report contains:

Memorandum and appointment documents from County Executive for Ms. Mora	© 1-3
Draft resolution	© 4
Ms. Mora's resume	© 5-7
Memorandum and appointment documents from County Executive for Mr. Weissmann	© 8-10
Draft resolution	© 11
Ms. Weissmann's resume	© 12-13

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OFFICE OF THE COUNTY EXECUTIVE

Marc Elrich  
*County Executive*

MEMORANDUM

September 20, 2021

TO: Tom Hucker, President  
Montgomery County Council

FROM: Marc Elrich, Montgomery County Executive 

RE: Appointment of Assistant Chief Administrative Officer

I am transmitting the appointment of Sonia Mora for the position of Assistant Chief Administrative Officer. Ms. Mora is being appointed at a salary of \$175,000. Her appointment will be effective upon confirmation by the County Council.

Enclosures

cc: Selena Singleton, Clerk of the Council, Montgomery County Council  
Richard S. Madaleno, Chief Administrative Officer  
Fariba Kassiri, Deputy Chief Administrative Officer  
Ken Hartman, Director of Strategic Partnerships  
Dale Tibbitts, Special Assistant to the County Executive

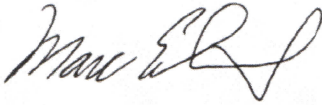
APPOINTMENT

PURSUANT TO THE AUTHORITY VESTED TO ME UNDER SECTION 215 OF THE CHARTER OF MONTGOMERY COUNTY, MARYLAND, I HERBY APPOINT

Sonia Mora

TO SERVE AS Assistant Chief Administrative Officer.

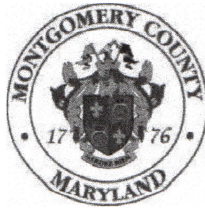
THIS APPOINTMENT SHALL BE EFFECTIVE UPON CONFIRMATION BY THE COUNCIL FOR MONTGOMERY COUNTY, MARYLAND.



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MARC ELRICH  
COUNTY EXECUTIVE

09/20/2021  
DATE



OFFICE OF THE COUNTY EXECUTIVE

Marc Elrich  
*County Executive*

Richard S. Madaleno  
*Chief Administrative Officer*

MEMORANDUM

September 20, 2021

TO: Tom Hucker, President  
Montgomery County Council

FROM: Richard S. Madaleno, Chief Administrative Officer *BSM*

RE: Due Diligence on Non-Merit Appointment – Sonia Mora

The purpose of this memo is to confirm that in making appointments for non-merit positions, our selection process utilizes thorough reference checks, criminal history, checks for wants and warrants, credit history and other inquiries appropriate to the position being filled.

Please be assured that due diligence was exercised in determining the suitability of Sonia Mora for appointment as Assistant Chief Administrative Officer. In addition, Ms. Mora has filed her Financial Disclosure Statement.

cc: Selena Singleton, Clerk of the Council, Montgomery County Council  
Fariba Kassiri, Deputy Chief Administrative Officer  
Ken Hartman, Director of Strategic Partnerships  
Dale Tibbitts, Special Assistant to the County Executive



Resolution: \_\_\_\_\_

Introduced: \_\_\_\_\_

Adopted: \_\_\_\_\_

COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND

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By: County Council

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Subject: County Executive's Appointment of Assistant Chief Administrative Officer

The County Council for Montgomery County, Maryland approves the following resolution:

The County Executive's appointment of Assistant Chief Administrative Officer

Sonia Mora

The appointment of Ms. Mora is confirmed by the County Council.

This is a correct copy of Council action:

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Selena Mendy Singleton, Esq.  
Clerk of the Council



**SONIA E. MORA, MPH**

[REDACTED]  
[REDACTED]  
sonia.mora@montgomerycountymd.gov

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**PROFESSIONAL SUMMARY**

Accomplished leader with progressively responsible senior leadership experience in the design, management, implementation, and evaluation of public health assistance and development projects and strategies to address disparities and social inequities among racial and ethnic minority populations.

For the last twenty years has effectively established, led, and managed complex projects and programs involving coordination with multiple private and public sector partners and collaborators with a focus on access to health and human services, health promotion, workforce development, community engagement and empowerment, data collection analysis and reporting, and policy development.

**AREAS OF KNOWLEDGE AND EXPERTISE**

- Health and Social Policy Analysis, Development, and Implementation
- Strategic Program Planning, Conceptualization, Design, and Development
- Program and Budget Management, Administration, and Oversight
- Program Monitoring and Evaluation
- Strategic Thinking and Partnership Building
- Community Engagement and Mobilization
- Equity and Social Justice in Health and Human Services
- Development and Application of Cultural and Linguistic Competency Guidelines and Standards

**SELECTED PROFESSIONAL EXPERIENCE**

**Director, Por Nuestra Salud y Bienestar Initiative** 2020-Present  
Office of the County Executive, Montgomery County Maryland

Leads the conceptualization, design, implementation, management, and evaluation of award-winning *Por Nuestra Salud y Bienestar* (For Our Health and Wellbeing) a multi-sectorial, public/private partnership established by the Montgomery County Council and Executive to implement a holistic approach to address the impact of the COVID-19 pandemic in the Latino community. The Initiative brings together County Government and seven preeminent organizations to offer an integrated, culturally and linguistically appropriate approach providing COVID-19 prevention, testing, vaccination, and care. Specific responsibilities include analyzing, planning, implementing, and evaluating all technical, management, budgetary, and program policies and strategies; reporting to the Office of the County Executive and maintaining the County Council informed of program process and progress; serving as the lead technical and administrative/management point person for the program's community partners, County Government departments and agencies, and other private sector entities; serving as the key liaison and spokesperson on all matters relating to the initiative; supervising and mentoring program staff and consultants; and leading the design and development of complementary and supplemental program and new funding proposals.

**Manager, Latino Health Initiative** 2000- Present  
Montgomery County Department of Health and Human Services, Office of Community Affairs

Responsible for the overall planning, organizing, directing, and evaluating of programs and initiatives. Major duties include: assessment of community needs; development and implementation of comprehensive initiatives, policies, strategies, guidelines, and programs for Latino and other immigrant populations; establishment and interaction with a dynamic community-led Steering Committee; establishment of collaborative partnerships with other private and public entities and counterparts at the local, state, and federal levels; coordination of provision of technical assistance to County and private entities; serving as a subject matter expert; offering major support to the Department on cross cutting issues including equity, service integration, and capacity building to enhance service delivery and access.

**Coordinator, Minority HIV Prevention** 1996 - 2000  
Office of Health Promotion  
Montgomery County Department of Health and Human Services

Responsible for coordinating HIV/AIDS education programs relating to the prevention and detection of HIV infection within racial/ethnic minority populations. Duties included: serving as liaison to the Maryland Department of Health; securing public resources to conduct on the ground programs; design, implementation, and evaluation of specific prevention strategies; contract management; technical and budgetary monitoring of HIV/AIDS education grants; technical assistance to local community-based organizations.

**Public Health Advisor** 1990 – 1996  
STD/HIV Prevention Program  
Montgomery County Department of Health and Human Services

Responsible for activities pertaining to the prevention, detection, and control of HIV/AIDS, as well as other sexually transmitted diseases. Duties included the development and implementation of health education outreach activities for HIV/STD risk reduction in racial/ethnic minority populations; development of materials; HIV counseling and testing; establishment of liaisons between the HIV/STD Prevention Program and other public and private organizations; and other agencies; and acting as a community resource person.

**Liaison Coordinator** 1988 -1990  
Office of Minority Health Resource Center  
Triton Corporation

Responsible for establishing and maintaining contacts with minority health-related organizations at the Federal and State levels for the purpose of promoting the activities and services of the Office of Minority Health Resource Center, a program of the U.S. Department of Health and Human Services.

## **EDUCATION & RELEVANT TRAINING**

**Master of Public Health**  
Walden University, Minneapolis, MN

**Bachelor of Health Sciences**  
Marymount University, Arlington, VA

Sonia E. Mora

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**Certificate**

Management Development Program, Montgomery County Government, MD

**SELECTIVE AWARDS**

Achievement Award- Best in Category  
Family Reunification Program  
National Association of Counties, 2019

Outstanding Community Service Award  
National Hispanic Council on Aging, 2018

Innovative Program Award  
Governor's Commission on Hispanic Affairs, 2014

*E Pluribus Unum* Award  
Welcome Back Initiative  
Migration Policy Institute, 2011

Workforce Leadership Award  
Montgomery County Department of Economic Development, 2008

Marriott Spirit of Service Award  
Latino Health Initiative, *Vías de la Salud* Program, 2008

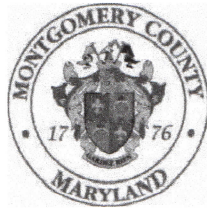
Achievement Award- Best in Category  
Pilot Program for Foreign-Trained Nurses  
National Association of Counties, 2008

**PUBLICATIONS**

*Emergency Preparedness: Knowledge and Perceptions of Latin American Immigrants.* Carter-Pokras, O.D., Zambrano, R.E., Mora, S.E., & Aaby, K. *The Health Care Journal for the Poor and Underserved*, (2007).

*Supporting Physical Activity for Latina Adolescents.* Carter-Pokras, O.D., Crespo, C.A., Kelly, B.E., Mora, S.E., Motta, M., & Rivera, I. *The Journal of Latino-Latin American Studies*, 2006, (2) 33-45.

*Health Promotion and Disease Prevention Among Minority Populations: The Role of the Office of Minority Health Resource Center.* Mora, S.E.; Tucker, J.E., *Médico Interamericano*. 1989; (7) 27-35.



OFFICE OF THE COUNTY EXECUTIVE

Marc Elrich  
*County Executive*

MEMORANDUM

September 20, 2021

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FROM: Marc Elrich, Montgomery County Executive

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Fariba Kassiri, Deputy Chief Administrative Officer  
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Dale Tibbitts, Special Assistant to the County Executive



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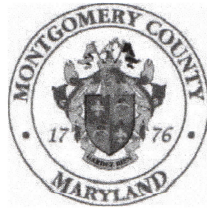


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MARC ELRICH  
COUNTY EXECUTIVE

09/20/2021  
DATE





OFFICE OF THE COUNTY EXECUTIVE

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*County Executive*

Richard S. Madaleno  
*Chief Administrative Officer*

MEMORANDUM

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cc: Selena Singleton, Clerk of the Council, Montgomery County Council  
Fariba Kassiri, Deputy Chief Administrative Officer  
Ken Hartman, Director of Strategic Partnerships  
Dale Tibbitts, Special Assistant to the County Executive

Resolution: \_\_\_\_\_  
Introduced: \_\_\_\_\_  
Adopted: \_\_\_\_\_

COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND

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By: County Council

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Subject: County Executive's Appointment of Assistant Chief Administrative Officer

The County Council for Montgomery County, Maryland approves the following resolution:

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Yaakov Weissmann

The appointment of Mr. Weissmann is confirmed by the County Council.

This is a correct copy of Council action:

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Selena Mendy Singleton, Esq.  
Clerk of the Council

PROFILE

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Experienced Chief of Staff with a demonstrated history in the public policy arena. Legislative and campaign professional with an understanding of how to advance policies successfully, with a passion for social justice, anti-poverty, voting rights, and social welfare. Experienced manager of both staff and budgets who knows how to work collaboratively with diverse and varied coalitions, organize and prioritize in high-stress environments, facilitating conversations and projects, and moving key projects forward.

WORK EXPERIENCE

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**Office of the Senate President**

*Chief of Staff*, Annapolis, MD

November 2018 – Present

Supervised and managed all policy and personnel aspects of the State Senate, and advised on key issues including committee and bill assignments, appointments, and day to day policy and messaging decisions. Managed the external and internal transition for COVID-19 protocols across the Senate and legislative campus, including through a legislative Session. Expanded portfolio to include all policy issues including the state budget, tax policy, key health care, labor, environmental, energy, marijuana, criminal justice, and education policies. Shepherded legislation and a variety of projects in a timely and effective manner, and served as key advisor to Senate leadership on all issues.

*Deputy Chief of Staff*, Annapolis, MD

November 2011 – November 2018

Expanded portfolio to work on a variety of issues including lead staffer on issues related to criminal justice, election law, labor law, energy, and other policy areas, as well as lead staffer on Legislative Redistricting. Continued to work with Caucus members on constituent outreach, with an expanded communication program to Senators. Served as press liaison and spokesperson for the Senate President regarding the legislative session as well as specific legislation and issues.

*Special Assistant to the Senate President*, Annapolis, MD

January 2011 – November 2011

Directed a program that continued to work with Democratic Senators on growing their constituent outreach tools, raise their profiles in their district and create plans for success in their districts during the interim. Helped the majority of the Caucus members increase their constituent communications through press releases and other opportunities. Monitored legislation and interacted with stakeholders and legislators on the issues. Staffed the Senate President on Congressional Redistricting and other projects.

**Maryland Democratic Senatorial Committee Slate**

*Executive Director*, Maryland

May 2014 – November 2014

May 2018 – November 2018

Assisted Democratic Senatorial campaigns throughout Maryland on their budget, field, and communications efforts. Wrote and managed multiple budget plans of over \$2 million which were distributed to Senate races throughout the state. Supervised staff in multiple primary and general elections, and managed communication efforts through direct mail, television, online communications and polling. Led a team that in 2014 won 100% primary election we engaged in, and had a 94% victory rate in the General Election, and a team that only lost one seat in the 2018 election where the Republican Party targeted 8 seats.

*Caucus Field Director*, Maryland

July 2010 – November 2010

Assisted Democratic Senatorial campaigns throughout Maryland on their field and communications efforts. Held daily calls with campaign managers and candidates throughout the state. Wrote and directed plans for primary and general election efforts in the field and assisted with communication efforts through direct mail, television, online communications and polling. Part of a team that picked up 2 Senate seats in a tremendously difficult national year for Democrats.

**Office of Senate Majority Leader**

July 2009 – January 2011

*Special Assistant to the Majority Leader*, Annapolis, MD

Worked with Democratic Senators on constituent communication efforts. Detailed for Senators how they could better utilize existing tools and acquire new tools to have them better communicate with their constituents. Worked with the Senate President's office to communicate Caucus communication efforts.



**Office of Delegate Kirill Reznik**

October 2007- July 2009

*Legislative Aide/Director, Annapolis, MD*

Represented Delegate at key constituency and legislative meetings. Researched a variety of State issues for the Delegate and recommended policy options and worked directly with departments on managing and solving constituent issues. Maintained the Delegate's office, and scheduled commitments and events.

**Maryland Association of Nonprofits**

June 2008- December 2008

*Educational Resources Associate, Baltimore, MD*

Researched member questions on issues ranging from board governance to financial matters. Rewrote several training manuals used to train member organizations in Maryland as well as partner organizations throughout the country; composed manuals based on research of state statutes from every state. Reorganized files in the library so they would be easily searchable and retrievable.

## ADDITIONAL CAMPAIGN EXPERIENCE

**Keiffer Mitchell for Mayor**

May 2007- September 2007

*Deputy Finance Director, Baltimore, MD***Cardin for Senate**

March 2006- November 2006

*Field Coordinator Baltimore, MD*

## ADDITIONAL EXPERIENCE

**Goodwill Industries of the Chesapeake**

September 2006 – May 2007

*Social Work/Public Policy Intern Baltimore, MD***Baltimore County Department of Social Services**

September 2005 – April 2006

*Intern; Adult Foster Care Unit Baltimore, MD*

## EDUCATION

University of Baltimore; School of Law; Baltimore, MD

*Juris Doctorate, Magna Cum Laude – May 2016*

University of Maryland, Baltimore; School of Social Work; Baltimore, MD

*Masters in Social Work – December 2007*

University of Maryland, Baltimore County

*Bachelor of Arts- Psychology, Bachelors in Social Work – May 2006*

## SELECTED ACTIVITIES &amp; LEADERSHIP

**Temple Beth Shalom***Religious School Teacher*

August 2014 - Present

**Maryland Student Legislature***Board of Directors*

June 2017 - Present

*Board of Advisors*

April 2015 – June 2017

*Member (UMBC Chapter)*

September 2003- May 2006

**Young Democrats of Maryland***President*

February 2009 – February 2011

*Executive Vice-President*

February 2008 – February 2009

**Young Democrats of America***Secretary, State Presidents Association*

November 2009 – August 2011