

Application Form

Profile

Jalaima Nichols  
First Name Middle Initial Last Name

[Redacted] Suite or Apt  
Home Address

Bay Point CA 94565  
City State Postal Code

[Redacted]  
Primary Phone

[Redacted]  
Home Address

District Locator Tool

Resident of Supervisorial District:

☒ District 5

The Social Engineering Project, Incorporated Organizational Change Management Consultant  
Employer Job Title

Length of Employment

3 years

Do you work in Contra Costa County?

☒ Yes ☐ No

If Yes, in which District do you work?

District 5

How long have you lived or worked in Contra Costa County?

5 years

Are you a veteran of the U.S. Armed Forces?

☐ Yes ☒ No

Board and Interest

Which Boards would you like to apply for?

Racial Justice Oversight Body: Submitted

## Seat Name

At-Large 4 or District V; Representative of Education & Training; Alternate CBO1; Seat 6

**Have you ever attended a meeting of the advisory board for which you are applying?**

☐ Yes ☒ No

**If Yes, how many meetings have you attended?**

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## Education

**Select the option that applies to your high school education \***

☒ High School Diploma

### College/ University A

**Name of College Attended**

University of Southern California

**Degree Type / Course of Study / Major**

EdD; Organizational Change & Leadership

**Degree Awarded?**

☒ Yes ☐ No

### College/ University B

**Name of College Attended**

The George Washington University

**Degree Type / Course of Study / Major**

MPH; Health Promotion & Disease Prevention

**Degree Awarded?**

☒ Yes ☐ No

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### College/ University C

**Name of College Attended**

University of Notre Dame

**Degree Type / Course of Study / Major**

BA in Sociology; BA in Japanese Language & Literature

**Degree Awarded?**

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☒ Yes ☐ No

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**Other Trainings & Occupational Licenses****Other Training A**

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**Certificate Awarded for Training?**

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☐ Yes ☐ No

**Other Training B**

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**Certificate Awarded for Training?**

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☐ Yes ☐ No

**Occupational Licenses Completed:**

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**Qualifications and Volunteer Experience**

**Please explain why you would like to serve on this particular board, committee, or commission.**

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I would like to serve on this board because I am deeply committed to assessing and advancing the racial, gender, and employment needs of residents in Bay Point and the greater Contra Costa County. In particular, I am dedicated to supporting those who are economically or racially disadvantaged, as well as individuals who identify as women and girls. I believe that meaningful representation and intentional investment in these communities can create pathways to equity, empowerment, and long-term success. My passion for this community drives me to give back in a way that is both meaningful and impactful. By serving, I hope to contribute to policies and initiatives that not only address immediate challenges but also build sustainable opportunities for residents. My goal is to ensure that my work on the board makes a lasting and positive difference in the lives of the people I serve.

**Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)**

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My qualifications for this appointment are grounded in a combination of academic, professional, and community-based experience. I hold a Doctor of Education in Organizational Change and Leadership, where my research focused on driving systemic improvements and advancing equity in organizational and community contexts. In addition, my academic, research, and practical training in public health has equipped me with the skills to assess population needs, design evidence-based interventions, and advocate for health and social equity across diverse communities. Professionally, I bring extensive leadership experience as a pharmaceutical executive, where I have successfully led district, regional, and national teams. My work has required strategic vision, cross-functional collaboration, and the ability to deliver measurable results that improve outcomes for both organizations and the communities they serve. I also serve as an Organizational Change Management consultant for a Bay Area STEM nonprofit supporting students in grades K-12, where I apply my expertise to strengthen programs that promote educational equity and workforce readiness. Equally important, I bring the perspective of a community member. As a Bay Point resident, an 11-year resident of Contra Costa County, and a Bay Area native, I am personally invested in the growth, prosperity, and well-being of this region and my fellow citizens. Together, these academic, professional, and personal experiences provide me with the perspective, skills, and commitment to serve effectively and make a lasting, positive impact through this appointment.

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Upload a Resume

**Would you like to be considered for appointment to other advisory bodies for which you may be qualified?**

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☒ Yes ☐ No

**Do you have any obligations that might affect your attendance at scheduled meetings?**

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☐ Yes ☒ No

**If Yes, please explain:**

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**Are you currently or have you ever been appointed to a Contra Costa County advisory board?**

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☐ Yes ☒ No

**If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:**

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**If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:**

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**List any volunteer or community experience, including any advisory boards on which you have served.**

Chairman of the Board of Directors, Naserian Global Connect; Associate Board Member, Big Brothers Big Sisters of the Bay Area; Member, Community Service & Risk Management Committees, Alpha Kappa Alpha Sorority, Incorporated; Student Relations Committee Member, Black Alumni of Notre Dame Board; Lead Instructor, Children's Liturgy of the Word, Saint Columba Catholic Church (Oakland, CA).

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**Conflict of Interest and Certification**

**Do you have a familial or financial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section below or Resolution No. 2021/234)**

☐ Yes ☒ No

**If Yes, please identify the nature of the relationship:**

**Do you have any financial relationships with the County such as grants, contracts, or other economic relationships?**

☐ Yes ☒ No

**If Yes, please identify the nature of the relationship:**

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**Please Agree with the Following Statement**

**I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.**

☒ I Agree

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Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
  - (1) Mother, father, son, and daughter;
  - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
  - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
  - (4) Registered domestic partner, pursuant to California Family Code section 297;
  - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
  - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

# JALAIMA NICHOLS, EdD, MPH

Bay Point, CA

## CORE COMPETENCIES

Specialty Pharmaceutical Leadership  
Buy-and-Bill & Reimbursement Strategy  
Strategic Account Planning & Execution  
High-Performing Team Coaching  
Cross-Functional Team Collaboration  
Community & Stakeholder Development  
Compliance & Risk Management

## Commercial & Patient Access Leader | Specialty Biologics Executive

Mission-driven leader with 15+ years of experience in chronic and rare disease sales and specialty biologics, including second-line leader and regional director roles at GSK. Proven success in buy-and-bill execution, HCP and direct-to-patient-engagement, integrated account management, patient access programs, and building strategic partnerships across multi-state regions. Expert in leading high-performing teams, launching and expanding injectable therapies, driving multi-channel engagement, and navigating complex compliance environments.

## EDUCATION

**Doctor of Education (EdD), Organizational Change & Leadership** – University of Southern California

**Master of Public Health (MPH), Health Promotion & Disease Prevention** – The George Washington University

**Bachelor of Arts (BA), Sociology and Bachelor of Arts (BA), Japanese** (double major) – University of Notre Dame

**Executive Education, Marketing Leadership Program** – The Wharton School, University of Pennsylvania

## PROFESSIONAL EXPERIENCE

**THE SOCIAL ENGINEERING PROJECT (TSEP), INCORPORATED** • Oakland, CA • 2022 to Present

### *Organizational Change & Management Consultant*

- Led inclusive engagement strategies that built stakeholder trust and increased participation in TSEP's immersive STEM programs among students in grades K-12 in the San Francisco Bay Area and Silicon Valley.
- Designed inclusive engagement strategies increasing student participation in STEM programs by 25% and learning outcomes by 40%.
- Drove a 30% increase in operational efficiency using AI and strategic foresight.
- Partnered with executive leadership and cross-sector stakeholders to align priorities, secure funding, develop annual impact reports, and evaluate STEM program delivery.

**THERMO FISHER SCIENTIFIC (NASDAQ: TMO)** • San Francisco, CA • 2022

### *Senior Manager, Global Market Development – Genetic Sciences Division*

- Directed global go-to-market strategies for genetic analysis applications for 30+ markets, overseeing customer segmentation, KOL development, competitor analysis, market opportunities, customer engagement, and operational efficiencies.
- Created scalable training content and learning strategies for global marketing teams, boosting team productivity by 25%.
- Leveraged customer insights to optimize business development, increasing commitments of new Key Opinion Leaders by 30%.
- Partnered cross-functionally with commercial and product teams to align scientific messaging with patient community needs.

**GLAXOSMITHKLINE (NASDAQ: GSK)** • Various US Locations • 2006 to 2021

### *National Director / Head, Specialty Educators – Specialty Biologics Division (2019 to 2021)*

- Directed \$13M national strategy and field operations with 40+ nurse educators and 5 regional directors supporting patient access, patient onboarding, and direct-to-patient and HCP education for immunology and rare disease portfolio (BENLYSTA®, NUCALA®).
- Designed and launched the training curriculum and omnichannel strategy for two branded patient and healthcare provider engagement programs, resulting in a 60% annual increase in customer engagement for two consecutive years.
- Built and executed strategic business plans integrating KPIs, contracting models, marketing, medical, and market access to align with national/regional specialty goals.
- Implemented buy-and-bill execution models, optimizing SOP adherence and boosting patient engagement by 80% and provider contract reach by 130%.
- Recruited, coached, and retained top-tier specialty educators, achieving employee engagement scores 5 points above national average.
- Strengthened community engagement with patient advocacy organizations, community clinics, and integrated care providers.

***Regional Director, West Region – Specialty Educator Team (2019); Respiratory Biologic Educator Team, West (2017 to 2019)***

- Led specialty operations across 18 Western states, coaching a multidisciplinary team of 10 nurses, pharmacists, and respiratory therapists to expand direct-to-patient education contracts and outreach by 3,000+ HCPs annually.
- Authored and rolled out GSK's first-ever global coaching assessment tool for specialty educators ("The Educator Ways") to create measurable improvements in educators' account management, scientific knowledge, and patient outcomes.
- Built strategic partnerships with specialty pharmacies and alternate sites of administration to facilitate timely patient access to injectable and infusible products.

***District Sales Manager – Respiratory Team (2016 to 2017)***

- Led recruitment, coaching, career development, and performance management of a district team of 10 sales representatives, covering \$5.5M in product revenue (ANORO®, BREO®, and INCRUSE®) while operating within a Corporate Integrity Agreement and industry-first, quota-free compensation program called Patient First.
- Designed and implemented a sales recovery plan that elevated district rankings to meet national sales targets by year-end.
- Drove 4 promotions on a 10-member team through targeted coaching, earning awards for leadership and team development.

***District Sales Manager – Asthma Team (2014 to 2016)***

- Built and led the newly formed Bay Area Asthma district team comprised of 10 sales representatives across 9 business territories in Northern CA, NV, and HI, responsible for \$3M in annual product revenue for GSK's Asthma portfolio- ADVAIR® and FLOVENT®.
- Identified performance gaps and coached team to capitalize on growth opportunities, boosting sales performance to rank within top 50% nationally.
- Leveraged subject matter expertise as an effective and disciplined coach, often turned to by Human Resources and direct manager, to be a peer development coach of tenured sales leaders.

***Executive Therapeutic Specialist – Respiratory Sales; Product Manager – Neuroscience Brand Marketing (2006 to 2014)***

- Promoted products across numerous disease states: respiratory (asthma/COPD/allergies), epilepsy, and overactive bladder, demonstrating expert-level product knowledge and selling skills, resulting in promotions for four consecutive years and numerous training roles.
- Earned Sales Excellence Award (Top 30% of the Region) 2010 and 2009; Winner's Circle Emerald Award (Top 3% of the Region), 2009; Team Champion Award (Top 10% of the Nation), 2009; Winner's Circle Ruby Award (Top 10% of the Region), 2007 and 2008.
- Developed strategy and tactics for first-ever all-digital brand launch of POTIGA® (anti-epileptic drug), including national workshops, sales training content for e-learning and train-the-trainer sessions, market research, and agency/vendor management, resulting in the first-ever all-digital launch of a GSK brand.
- Crafted and executed promotional campaigns for diverse segments, including the development of Key Opinion Leaders and facilitation of Advisory Boards for physicians, GSK Sales Vice Presidents, and GSK sales representatives.
- Graduated from GSK's Emerging Leadership Development Program (2014–2015), yearlong training for sales leadership, which yielded multiple District Sales Manager role offers and invitations to facilitate leadership development classes of future cohorts.

**BOARD LEADERSHIP & COMMUNITY ENGAGEMENT**

- **Chairman of the Board of Directors**, Naserian Global Connect (2024 to present)
- **Associate Board Member**, Big Brothers Big Sisters of the Bay Area (2022 to present)
- **Member, Community Service & Risk Management Committees**, Alpha Kappa Alpha Sorority, Incorporated (2019 to present)

**CERTIFICATIONS**

- **Human Research Certification** – CITI Program (2023), Credential ID 56102317
- **Fellow, CORO Southern California** – Women in Leadership Program, Spring 2025 Cohort (Graduated in June 2025)
- **Lean Six Sigma Black Belt Certification** – In Progress (Expected completion: September 2025)