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Office of the Mayor  
Gavin Buckley, Mayor  
160 Duke of Gloucester Street  
Annapolis, MD 21401-2517

January 5, 2023

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Affordable Housing and Community Equity Development Commission appointment

Pending your approval, I would like to appoint Mr. Rich Halverson to the Affordable Housing and Community Equity Development Commission. Mr. Halverson is a resident of Ward 8 and this appointment fills a vacancy on the commission.

Rich Halverson  
1035 Boucher Ave  
Annapolis MD 21403

A copy of his resume is attached.

Thank You.

GB/hrr

Reviewed by: Housing and Human Welfare Committee

Favorable       Unfavorable

\_\_\_\_\_  
Committee Chair

\_\_\_\_\_  
Date

# RICH HALVERSON

OPERATIONS EXECUTIVE | SERVANT LEADER

## CONTACT

📞 +1 703 599 0475  
✉️ rich.a.halverson@gmail.com  
🏠 Annapolis, MD  
in /rich-halverson/

## PROFILE

The pursuit and achievement of audacious missions to improve the lives of others has defined my 18 years of executive and senior leadership experience in high-growth startups and the intelligence community. With expertise in building and elevating dynamic teams, relentlessly optimizing operations, and driving stakeholder alignment, I have set organizational records in every position I've held. I seek to be of service to others and affect positive change in society alongside others who share this passion.

## EDUCATION

**MBA**  
Georgetown University | 2017

**BACHELOR OF SCIENCE**  
US Naval Academy | 2005

## SKILLS

### EMPOWERING OTHERS TO EXCEL

Executive Leadership  
Operations Management  
Strategy and Planning  
Social Innovation and Impact  
Fundraising and Investor Relations  
Process Innovation and Optimization  
Full-Stack Marketing and Lead-Gen  
Human Centered Design  
Organizational Change Management  
Data Modeling and Analysis  
Mission and Culture Champion

## WORK EXPERIENCE

### CEO / CO-FOUNDER

Joint Homes | 2020 - 2022  
Founded, financed, and launched a venture-backed, tech-enabled residential housing platform allowing military families to build wealth while renting and find more comfort and security at home. A Techstars Portfolio Company.

### CMO

Farther Finance | 2019 - 2020  
Successfully launched a venture-backed FinTech firm while designing and implementing brand strategy, growth, budget, media, CX, and positioning.

### HEAD OF MARKETING

StreetShares | 2018 - 2019  
Drove an 8X growth in revenue in 6 months and a 27% reduction in WACC in just 6 months by crafting and executing new brand, growth, partnership, and PR strategies and campaigns for a venture-backed FinTech firm.

### PROGRAM MANAGER

Illumina | 2017 - 2018  
Achieved highest-ever program NPS scores and came in 40% below budget by instituting human centered design structures and resource management tools in support of 75 global distributors and regional sales teams.

### INTELLIGENCE OFFICER

United States Navy | 2005 - 2015  
Led Navy SEAL Team Intelligence and Strategic Human Intelligence Operations, managing 330 intelligence professionals in global teams across four continents in combat and semi-permissive environments.

- Led team to 510% increase in successful operations in one year by reorganizing global teams and instituting new operations strategy
- Drove a 415% surge in effective intelligence production across the Navy by redesigning processes and requirements for 300 global teams
- Led team to 155% increase in production and 54% increase in operations cadence by restructuring teams and processes
- Created access to healthcare and education for 16,000 indigent people with 32 targeted aid projects worth \$6.5M in public-private partnerships
- *Bronze Star Medal (2), Numerous Joint and Navy Commendation and Achievement Medals, Combat Action Ribbon*



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**Office of the Mayor**  
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[Mayor@annapolis.gov](mailto:Mayor@annapolis.gov) • 410-263-7997 • Fax 410-216-9284 • TDD use MD Relay or 711 • [www.annapolis.gov](http://www.annapolis.gov)

## Boards and Commissions Application

**Personal information**

Name Rich Halverson

Address 1035 Boucher Ave

City Annapolis ST MD Zip 21403

Phones Home \_\_\_\_\_ Other 7035990475

E-mail rich.a.halverson@gmail.com

**Statement of interest – Why should you be appointed to this board/commission?**

Affordable Housing and Community Equity Development Commission: As the founder and CEO of a firm dedicated to solving issues related to housing access and affordability for the military community, I am deeply invested in the personal, community, and social impact tied to housing. Through my military intelligence and private sector career, my functional expertise is in developing and executing solutions to pervasive threats to social systems and forming coalitions of partners to affect positive social change. I will bring functional expertise and passion for bringing critical stakeholders together, strong financial acumen, and expertise in driving results for key goals through effective measurement and tracking of key performance indicators.

In the event there is not a fit for the board above, I would appreciate consideration for the Environmental Commission. As a resident with a young child I hope will know and appreciate the city and bay as I have over 20 years, I would be honored to help in any way to protect and improve our local environment.

Are you a resident of the City of Annapolis?  Yes  No

Are you an employee of the City of Annapolis?  Yes  No  
 If yes, please state your job title, department & duties.

Do you do business with the City of Annapolis?  Yes  No  
 If yes, please detail.

Are you currently serving on any city boards or commissions?  Yes  No  
 If yes, please list board(s).

**Work experience (titles and duties)**

CEO – Joint Homes, Public Benefit Corporation  
Chief Marketing Officer – Farther Finance  
Head of Marketing – StreetShares  
Project Manager – Illumina  
Intelligence Officer - US Navy

**Educational background (certificates, diplomas, degrees, seminars, etc)**

BS - US Naval Academy - 2005  
MBA - Georgetown University - 2017

**Other experience (volunteer experience, memberships etc)**

**References**

Name By request Phone \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Appointees are subject to the provisions of the City of Annapolis Ethics Code, Annapolis City Code [Chapter 2.08](#). Appointees are strongly encouraged to review this Code and contact the City of Annapolis Office of Law and/or City of Annapolis Ethics Commission with all inquiries.

Signature *Rich Halverson* Date 12/7/2022

E-mail electronically completed form to [boards@annapolis.gov](mailto:boards@annapolis.gov). Paper copies may be faxed to 410-216-8284 or mailed to the Mayor's Office address above, attention Boards and Commissions Coordinator.