

JS

**ATTORNEY GENERAL
DEPARTMENT OF JUSTICE**

33 CAPITOL STREET
CONCORD, NEW HAMPSHIRE 03301-6397

JOHN M. FORMELLA
ATTORNEY GENERAL

JAMES T. BOFFETTI
DEPUTY ATTORNEY GENERAL



167

July 27, 2023

His Excellency, Governor Christopher T. Sununu
and the Honorable Council
State House
Concord, New Hampshire 03301

Your Excellency and Members of the Council:

REQUESTED ACTION

That approval be and hereby is given to the Attorney General to reappoint Jessica Bergeron to serve on the New Hampshire Victims' Assistance Commission. Ms. Bergeron will be serving a 3-year term upon approval of the Governor and Executive Council through August 26, 2026.

EXPLANATION

NH RSA 21-M:8-g authorizes the Attorney General to nominate or reappoint, for approval by the Governor and Executive Council, members to serve on the New Hampshire Victims' Assistance Commission. It is the responsibility of the Commission to review claims for financial reimbursement of expenses submitted by innocent victims of violent crimes. This program has been in effect since 1990.

Ms. Bergeron joined the Commission in 2021 and has multiple years of experience as a child advocate. She currently sits on the Attorney General's Task Force on Child Abuse and Neglect. She also served on the *Know and Tell* advisory board, an initiative of the Granite State Children's Alliance aimed at protecting children from child abuse and neglect. Ms. Bergeron's knowledge of victim issues will continue to benefit the operation of the Victims' Assistance Commission.

Please let me know if you have any questions concerning this request. Thank you for your consideration.

Respectfully submitted,

John M. Formella
Attorney General

#4119128

Jessica Bergeron

Objective

To be in a sales role within a dynamic organization where I can effectively utilize my education and experience in operations, relationship management, marketing, organizational leadership, and business development.

Work experience

**2017 - Current Fifth Third Bank, N.A.
MA, VT, & NH**

Assistant Vice President – Officer

Dealer Development Representative

- Manage 160 dealerships across NH, MA, VT, & ME
- More than doubled monthly goals
- Conduct daily metric/business review for territory including submitting & producing dealer analysis, follow up, and contract aging reports
- Build relationships with every level of management within a dealership to increase application & contract volume
- Consistently top performer for volume & closure
- Member of Management Advisory Council for Indirect Auto Division
- Senior lead on team to help cultivate and train sales reps across the country

**2014-2017 Exeter Finance Corp
Greater Boston, NH, ME, VT, Upstate NY
Dealer Sales Manager II**

- Manage 200+ dealership relationships across Greater Boston, NH, ME, VT, and Upstate NY
- Previously covered CT, Western MA, & RI
- Greatly improved application volume, application quality, closure, and contract volume in struggling markets
- Effectively managed messaging and quality customer service delivery to dealerships through 2 rounds of branch closures within a 6 month period and a difficult year in company history while still growing business
- Conduct daily metric/business review for territory including submitting & producing dealer analysis, follow up, and contract aging reports
- Build relationships with every level of management within a dealership to increase application & contract volume
- Input detailed notes daily into Salesforce regarding dealership visits as well as updated contact information for all levels of management within the dealership

- Develop monthly business action plans for the territory to address every area of opportunity
- Consistently grow application volume by a minimum of 10% month over month
- Consistently grow submitting and producing dealer percentage by 5-10% + month over month
- Consistently met or exceeded contract dollar goal
- Sent out weekly email blasts to dealer base
- Consistently signed new dealerships and prospected dealers on a daily basis

**2013-2014 Benchmark Senior Living: Billerica Crossings
Billerica, MA**

Executive Director

- Responsible for day-to-day operations for 64 apartment assisted living community comprised of 81 associates and 68 residents
- Manage a monthly revenue stream of \$1million and met budgetary expectations
- Successfully improved operations, census, customer satisfaction, employee engagement, and revenue for challenged community
- All aspects of managing Department Head team including recruitment, hiring, on-boarding, coaching, counseling, talent reviews, and terminations.
- Mentored and trained individuals who aspire to Department Head and Executive Director level positions.
- Sales Leader for the community and successfully created a sales culture with associates and residents.
- Built solid external business relationships with multiple levels of management within organizations to garner referrals.
- Doubled Move-In trend within 8 months
- Tripled new qualified leads per week from 2.6/week to 9/week
- Doubled average weekly tours from 2/week to 4/week
- Improved professional referrals from an average of less than 1 a week to an average of 4 per week.
- Facilitated and led daily, weekly, and monthly meetings and trainings with front line associates, management team, residents and families.
- Excellent response to customer grievances and quick service recovery
- Maintained compliance for all state regulations and company policies and procedures.
- Investigated, monitored, and reviewed all work related injuries, resident incidents, and associate incidents.

**2011-2013 Trinity Home Care/New Hampshire Catholic
Charities Healthcare Services
Manchester, NH**

Executive Director

- Implemented processes for tracking and capturing different measures of data to quantify the home care business
- Created and implemented customer service and marketing processes to increase business
- Developed and maintained strong external business relationships which correlated into increasing professional referrals from an average of 22% to an average of 68% and an increased closure rate to 56% from an average of 28% which led to the organization having its most successful year in 2012 since its inception in 1996.
- Strengthened and developed new client relationships and maintained current ones.
- Successfully changed the business model structure to be more profitable and efficient in the current and anticipated future healthcare climate.
- Developed in-depth marketing strategy and executed it effectively
- Directly managed a staff of 50+ employees which included recruitment, hiring, orienting, coaching & counseling, termination, and payroll.
- Reduced staff turnover rates and improved employee morale by developing and implementing effective modes of communication for remote staff and employee recognition programs to garner greater company loyalty and buy-in.
- Effectively managed case mix, staffing mix, and expenses to meet budget goals.
- Developed and implemented Policies and Procedures and Operations Manual
- Active member of Home Care Association of NH and Private Duty Affinity Group
- Business Advisory Board member for the HPOP program

May 2010- August 2011 Benchmark Senior Living

Nashua, NH, N.Andover, MA & Haverhill, MA

Director of Community Relations

- Quickly & efficiently improved occupancy at Haverhill Crossings, Ashland Farm, and Nashua Crossings Assisted Living Facilities.
- Worked collaboratively in a fast-paced, team oriented environment
- Built solid relationships in the professional community to garner referrals
- Increased referral volume from an average of 3 referrals a quarter to an average of 3 referrals a week from the professional community in Nashua
- Prepared quarterly sales plans and executed them effectively
- Utilized reports on a daily basis to analyze current business trends and forecast future trends

- Completed an extensive competitor analysis bi-annually to see where our strengths and weaknesses are in comparison to our competitors
- Created and successfully executed monthly marketing events to draw prospects and professionals to our community
- Educated and presented to professionals and prospects about Benchmark properties at hospitals, rehabilitation centers, and local health fairs & expos.
- Daily maintenance and tracking of a marketing budget
- Trouble shooting resident, family member, or employee issues and creating solutions that bring about resolution for all parties

2001 – 2008 AmeriCredit Financial Salem, NH

Dealer Relations Manager

- Managed 80 client relationships across Southern New Hampshire
- Worked closely with all levels of management within the client organization in order to grow and create a better book of business
- Expanded contract volume from \$250,000 a month to \$1 million a month
- Developed effective marketing and promotion efforts with credit team to grow business and improve client perception
- Created and successfully executed monthly business plans focused on achieving company objectives
- Educated and trained clients through one on one meetings and group presentations on a wide range of products
- Managed marketing budget and analyzed effectiveness of marketing dollars spent
- Acted as Communications Advisor for employees in 4 states

Education

**2010 Southern New Hampshire University
Manchester, NH**

Masters of Organizational Leadership

- Focus area of study on change management, human behavior within organizations, and leading organizations through change and to be successful in any climate

**2009 Southern New Hampshire University
Manchester, NH**

Global Masters of Business Administration

- Focused area of study on strategic global expansion and organizational leadership

2001 – 2004 **University of New Hampshire**
Manchester, NH

Bachelor of Arts Business

- Completed 4 year degree program in 3 years
- Advisory Board member to the Dean

2010 **Southern New Hampshire University**
Manchester, NH

Graduate Certificate in Human Resources

- Focused area of study on labor relations, developing talent, and benefit analysis

2007 – 2008 **Vesta Roy Excellence in Public Service**
Concord, NH

Certificate of Completion

- Completed year long women's leadership program focusing on public service and public relations
- Selected as one of twelve women from across the state to participate

2006 **International Language School Shanghai,**
China

Certificate of Completion

- Attended 2 week cultural immersion program in Shanghai
- Completed 40 hour Mandarin program

**Volunteer
experience**

2020 – present

Victim's Compensation Commissioner

2018-present

Attorney General's Task Force on Child Abuse and Neglect board member

- Barriers to Prosecution Workgroup member
- Child Abuse & Neglect Public Awareness Workgroup member

2015-present

Child Advocacy Center volunteer

Know and Tell Advisory Board Member

2010-2014

Breakfast Exchange

- President of Central New Hampshire Breakfast Exchange Club for 2012-2013 term. Led a service club solely focused on educating, serving, and benefiting the senior population and the issues that face them.
- Board member of Central New Hampshire Breakfast Exchange club for 2011-2012 term
- Active member of Haverhill Breakfast Exchange and Nashua Breakfast Exchange for 2010-2011 year

2001– 2013

Court Appointed Special Advocates of New Hampshire

- Serve as Guardian ad Litem on child abuse and neglect cases