



# PHILIP RUTHERFORD

RECOVERY INSURGENT

## BOARD POSITIONS

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National Association of  
Addiction Treatment  
Providers

Serve Minnesota

Doc's Recovery House

Twin Cities Recovery  
Project

Various Mutual Aid  
Societies

## BIO

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Philip Rutherford is the Chief Operating Officer at Faces & Voices of Recovery. He is a recovery coach, a passionate member of the Recovery Community and possesses a self-described Doctorate from the school of Hard Knocks. As COO, he is responsible for multiple lines of business within the Faces & Voices ecosystem. Phil is credited with a significant role in conception, design, launch and facilitation of the Recovery Data Platform (RDP). This cloud-based platform is the first of its kind and has quickly become a valuable asset in longitudinal data collection for Peer-Based Services.

Phil has a BA in Psychology with a specialization in substance use disorders. He is a member of standing committees at the National Institute of Health, the FDA, and other Federal agencies. He serves on several nonprofit boards including Serve Minnesota, the National Association of Addiction Treatment Providers, Twin Cities Recovery Project, and Docs Recovery House. Prior to the nonprofit world, he spent most of his career in corporate sales, marketing, and management at Microsoft, Micron Electronics, and companies within the Taylor Corporation. Phil is an active member of the Recovery community and has considerable experience in the areas of Substance Use Disorders, Recovery, Re-entry, and Race Equity.



TELEPHONE



EMAIL

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## BIOGRAPHICAL SKETCH

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NAME: Rutherford, Philip Xavier

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POSITION TITLE: Chief Operating Officer

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EDUCATION/TRAINING:

UMN/Argosy University, Twin Cities – Eagan, MN / Degree: B.A. Psychology / Completion Date: 06/2012

### B. Personal Statement

Most of my professional experience has come in the commercial sector involving management, data, and marketing. Through a variety of board memberships and civic engagements, I became involved in the world of Peer-based recovery supports in 2014. It was immediately apparent to me that a basis for measuring, tracking and identifying successful metrics associated with recovery was necessary. The early segments of my career included training in best-practice leadership and management strategies. At Micron electronics, a semiconductor and PC manufacturing company, I received training in Six Sigma methodologies including DMAIC (Define, Measure, Analyze, Implement, Control) and a host of leadership training practices. At Taylor Corp, a conglomerate of more than 100 individual companies, I learned and practiced Kaizen, which is a continuous process improvement model. Kodak and Microsoft practiced a combination of Lean (efficiency), Six Sigma, and Kaizen. This is particularly relevant to my role in the nonprofit sector, specifically in the world of Peer Recovery organizations, as we move into the infrastructure building and research phases. Given the organic origins of many of these organizations, I have found that there is benefit in at least offering guidance regarding structure.

As a person living in long-term recovery from substance use disorder, I arrived in the world of Peer-based recovery, discovered a dearth of formalized reporting or outcome measurement, and set out to immediately effect change. It is of paramount importance to me that this field is heavily studied as it is my firsthand experience, and experience in the role as a leader at an organization tasked with advocacy for the national recovery community, that there is much to be learned, adopted and integrated into the standardized health care practices associated with substance use disorder from the Peer based model. It is equally evident to me that there are best-practice processes, that if offered with appropriate deference to what is already working on the ground, that can be of great benefit to the Peer community as well.

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### Positions and Employment

1991-2008	Private Sector, Kodak, Micron, Taylor Corporation, Microsoft
2009-2013	Student -Reentered study as Psychology major
2011-2014	Program Services Coordinator, Goodwill Easter, Rochester, MN Director of
2014-2017	Operations, Recovery Is Happening, Rochester, MN
2017-	Chief Operating Officer, Faces & Voices of Recovery, Washington, DC

### Other Experience and Professional Memberships

1998-	Member, Multiple Mutual Aid Societies
2012-2015	Chair, SE MN Transition Coalition
2012-2013	Board Member, MN Community Corrections Association
2013-2014	President, MN Community Corrections Association
2014-2016	Board Member, Legal Aid of Olmsted County
2016	Board Member, Doc's Recovery House

## Professional Experience

I contribute to this field by speaking or presenting to a variety of national audiences regarding the value of Peer based Recovery Support Services and the importance of data collection, fidelity to model, and involvement of participants with lived experience in the decision making and research components of the field. Some of the more notable presentations are listed below.

### Key Presentations

Date	Title	Forum
10/1/17	Data Platform	Center for Substance Abuse Treatment, SAMHSA
11/1/17	Policy and Practice	New England Association of Drug Court Professionals
1/1/18	Forensic Peer Practice	Policy Research Associates
4/1/18	Peer Integration	National Association of Addiction Treatment Providers
5/1/18	RCO Principles	West Coast Symposium on Addictive Disorders
7/1/18	Peer Recovery	Association of Recovery in Higher Education
8/1/18	Recovery Data	National Conference on Addictive Disorders
7/1/18	Peer Networking Events	All Regions/ATTC (Addiction Technology Transfer Center)
8/1/18	RCO Mentorship	Lead RCO Mentorship SAMHSA
9/1/18	RCO Bootcamp	Lead RCO Bootcamp SAMHSA
4/1/19	Data Platform	National Council on Behavioral Health
5/1/19	Community Activism	National Association of Addiction Treatment Providers
6/1/19	National Peer Council	PCORI/Community Catalyst
6/1/19	Town Hall Address	FDA Patient & Caregiver Connection
9/1/19	Peer Partnership	American Psychological Association
9/1/19	Data Platform	NIDA Leadership Meeting
12/1/19	Panel	FDA Stimulant Panel Member
1/1/20	Data Platform	NIDA Genetics Crosscutting Event Speaker
5/11/20	Recovery Assets	NIJ Deflection National Advisory Board
5/26/20	Recovery Data/Marketing	OASAS
9/11/20	Leadership Academy	Mountain Plains ATTC
9/10/20	Vaccine Readiness	NIDA COVID and Recovery Research Project
10/6/20	Panel FDA Patient	Focused Drug Development Committee
10/22/20	Panel FDA	Patient Engagement Advisory Panel AI/Machine Learning
2/18/21	Key Informant Panel	CMS Prevention and Opioid Recovery
3/11/21	Payor perspectives	FDA CDERR Roundtable-Substance Use Disorder treatment
4/6/21	Panel	NIH Polysubstance Use Panel
4/14/21	Recovery Ecosystem	Reagan Udall Research Opportunities
5/11/21	Recovery Equity	Recovery Rising Recovery Best Practices Panel
5/18/21	Investigator presentation	NIH Helping End Addiction Long-term
7/27/21	Panel	NIH Helping End Addiction Long-term
8/16/21	Community Assets	National Association of Drug Court Professionals
9/29/21	Recovery Ecosystem	ONDCP SAMHSA Recovery Month Roundtable Discussion
10/28/21	Recovery Assets	California Consortium of Addiction Programs and Professionals
12/9/21	Continuum of Care	National Association of Addiction Treatment Providers
12/13/21	Community Perspective	ONDCP SAMHSA HARM Reduction Summit

I believe my single, most significant contribution to science has been the development and cultivation of the outcome measures platform that we have deployed to more than 75 different locations around the country. <http://www.facesandvoicesofrecovery.org/rdp>

## Experience

2017- Faces & Voices of Recovery Washington, DC

### Chief Operating Officer

- Administer operations at national recovery advocacy organization (Oversight of Marketing, Financial, and data activities)
- Developed Recovery Data Platform (RDP) (Implemented full software development life cycle initiative)
- Constructed policy and infrastructure scaffolding for organization (Developed multiple policy and structural concepts )
- Liaised with other national organizations and entities on policy issues (Created partnership opportunities with recovery advocates)

2014-2017 Recovery Is Happening

### Director of Operations

- Responsible for day to day operational activities (Managed Marketing, Financial, Training, IT and Administrative tasks)
- Adapted curricula for Telephone Recovery Support and Recovery Coaching (Consultation with Georgia Council on Substance Abuse)
- Created infrastructure for local advocacy activities and GOTV activities (Advocated with County state and national policymakers)
- Connected with local professional and nonprofit entities to describe services (Developed line of business strategy for Recovery Community Organizations)

2011-2014 Goodwill Easter Seals (Multiple roles) Rochester, MN

### Program Services Coordinator

- Performed Community Needs Assessment for Olmsted County (Responsible for developing and nurturing community contacts for assessment)
- Developed employment services relationships in Mankato area (Introduced Goodwill/Easter Seals programs and services to new community)
- Connected with local professional and nonprofit entities to describe services (Presented Goodwill/Easter Seals programs to local business concerns)

2009-2013 Bachelors in Psychology: **122 Credits 3.87 GPA** UMN/Argosy  
2006-2008 Med City Mobility Rochester, MN

### General Manager

- Managed all phases of business operation and staff of 15 employees (Executive responsibility including sales, marketing, operations, finance, regulatory)
- Developed real-time infrastructure for day-to-day operations (Built IT infrastructure system to maximize efficiency and resolve existing gaps in accountability)
- Executed successful brand launch and marketing campaign (Produced web site, created print, direct mail, television, and radio, advertising )

2005-2006

Taylor Corporation (multiple roles)  
Taymark (Taylor Corp)

White Bear  
Lake, MN

### **Business Unit Leader**

- ▯ Managed business to business/party direct marketing catalog divisions  
(Full profit and loss responsibility for 11 MM/8 MM top line sales divisions)
- ▯ Created viable telesales operation and grew margin lift by 400M in 2006  
  
(Managed team of 12 telesales reps and restructured unit for greater profitability)
- ▯ Launched vertical large account strategic initiatives  
(Identified key growth areas and created account teams to prospect within verticals)
- ▯ Developed multi-channel marketing strategy for b2b/party catalogs  
(restructured web sites, launched relevance marketing,, introduced gift card program )

Valeo IP (Taylor Corp)

St. Paul, MN

### **Director, Sales Operations**

- ▯ Managed 4 teams of sales/operational resources  
(Teams included inside sales, large account sales, lead generation/customer service)
- ▯ Identified key metrics and created evaluation tools for sales teams  
(Launched proprietary content evaluation system and other critical measurement tools)
- ▯ Developed large account management strategic initiatives  
(Enhanced breadth and width of key relationships with large accounts)
- ▯ Streamlined sales process and reduced length of sales cycle  
(Restructured sales approach to enhance speed and closure)

2002-2005

Qualex (Kodak)

Rochester, MN

### **District Development Specialist (IDDS)**

- ▯ Trained regional team of department managers  
  
(Responsible for influence of execution of sales goals, operation as a profit/loss entity)
- ▯ Developed software applications to enhance clarity and accountability  
(Application reduced error and enhanced visibility to staff achievements)
- ▯ Increased productivity in all relevant areas  
(Significant increases in revenue growth, profitability and other key metrics)

1998-2001

Microsoft/Micronpc.com

Roseville, MN

### **Senior Sales Training Specialist**

- ▯ Implemented theatre-wide, web-driven sales training  
(Corporate intranet-html/java/asp coding)
- ▯ Constructed solution sales curriculum for field sales representatives  
(Mixture of various value-driven sales philosophies)
- ▯ Project lead for subscription computing program sales training  
(Managed project for 400+ participants)
- ▯ Worked closely with COO, CWO and business unit VP's  
(Project lead for 4 enterprise scale roll-outs)

1991-1998

DSAComputers

Sunrise, FL

**Director of Sales**

- Implemented e-commerce and enterprise solutions initiative  
(Developed fully functional e-commerce site and associated marketing)
- Developed comprehensive presentations for ceo/cfo/coo  
(Designed and trained solution sales presentations for mgrs/sales reps)
- Increased sales by 25% in first year, 38% second year  
(1<sup>st</sup> year sales 60M, 2<sup>nd</sup> yr 83M)
- Broadened scope of services to include WAN integration  
(Acquired cisco, 3Com, and bay networks certification)

**Education**

1996-1997  
**Completion** Novell Certification Center  
**Certified Network Expert (CNE)** Miami, FL

1998-2001  
**Completion** Micron U Roseville, MN  
**Multiple management/leadership course certifications**

**122 Credits** UMN/Argosy St Paul, MN  
**GPA3.87** **Psychology**