

Meet GroundBreak's 2024 - 2025



Executive Council

GroundBreak Coalition



Tonya Allen

TONYA ALLEN, MCKNIGHT FOUNDATION

Tonya Allen, president of the McKnight Foundation, is a leader and a change agent with a passion for co-creating an equitable, sustainable world. In 2021, she became president of the McKnight Foundation, a Minnesota-based family foundation that advances a more just, creative, and abundant future where people and planet thrive. The Foundation grants approximately \$100 million annually in support of equitable communities, a clean energy economy, global food systems, artists and culture bearers, and innovative neuroscience research.

In 2022, Tonya helped launch the GroundBreak Coalition, an ambitious, multi-sector effort to close wealth gaps in Minneapolis-St. Paul. In 2023, GroundBreak announced nearly \$1 billion in early commitments towards its goals, which Inside Philanthropy called the “fundraising success story of the year.”

Tonya is a philanthropic, civic, and thought leader, leveraging her position to create significant, systemic change. She is the co-chair of the President’s Council on Impact Investing and serves on many boards, including the GHR Foundation, Women Presidents Organization Minnesota, and Greater MSP.



Susan Bass Roberts

SUSAN BASS ROBERTS, POHLAD FAMILY FOUNDATION

Susan was named president of the Pohlada Family Foundation in 2024, after nearly eight years of leadership as vice president and executive director. She is the first non-family member to serve in this role since the Foundation’s founding 30 years ago. She leads the Foundation’s overall strategic direction and works directly with the Pohlada family to ensure their philanthropic vision is realized. Susan brings more than 20 years of leadership experience in philanthropy, social impact, and communications.

She served as executive director of the Best Buy Foundation and as senior director of community relations/diversity inclusion for Best Buy Co., Inc. where she led the creation of the Best Buy Teen Tech Center program. Her experience also includes vice president of communications and community relations for the Atlanta Falcons Football Club, and owner of a boutique agency specializing in foundation management and public relations strategy for sports professionals. She also led The Limited Foundation as director of community affairs and philanthropy for Limited Brands, Inc.

Susan holds a Bachelor of Arts degree in journalism with an emphasis in public relations from The Ohio State University in Columbus, OH. She has a long history of community involvement and currently serves on the boards of the Constellation Fund and Funders Together to End Homelessness.



Tawanna Black

TAWANNA BLACK, CENTER FOR ECONOMIC INCLUSION

Tawanna A. Black is an award-winning architect of racially inclusive and equitable talent, supply chain, philanthropy and marketing strategies that yield transformational results for businesses, their consumers, and the communities they work in. For more than 20 years, she has earned the trust of executives by mobilizing teams to create and execute strategies that benefit diverse workers, consumers, and business owners and drive growth and fiscal health.

As Founder, President, and Chief Executive Officer of the Center for Economic Inclusion (the Center) and Living Truth Enterprises, Ms. Black is on a mission to fuel racially inclusive and equitable regional economic growth in cities across the country. She has unlocked the formula for responsible corporate action to build shared economic growth while increasing consumer, shareholder, and investor trust and loyalty. The Center's proprietary, industry-leading employer assessment, index, and tools help businesses identify the impact of policies, investments and actions on employee productivity, business growth, and community impact. Their stakeholder engagement, change management consultation and coaching place inclusion, anti-racism and belonging in the center in to drive measurable financial return and economic competitiveness for the cities and regions where they operate. Ms. Black and her team offer services to more than 50 businesses and government agencies helping more than 12,000 leaders develop skills for equitable leadership annually.

Since founding the Center in 2017, Ms. Black has expanded the services, revenue, and employee-base annually, and today leads a team of 32 with an annual budget of \$6 million. She has become a nationally recognized thought-leader, elevating the economic imperative for corporate action to close racial wealth gaps and build shared prosperity. FSG, Minnesota Timberwolves, 3M, and businesses across the country turned to her for strategies to respond to the economic impacts of COVID-19 and the uprisings following the murder of George Floyd in 2020.

Ms. Black developed innovative strategies to transform employment and job creation among African American men and has developed partnerships to invest in Black-owned businesses and scale entrepreneurship in growth sectors to meet the corporate demand for achieving ambitious supplier diversity goals anchored in regional inclusive economic growth and competitiveness. Today, executives at US Bank, Gillette Children's Specialty Healthcare, Xcel Energy, and CentraCare trust her team to develop and advise on their business strategies. The Center has invested over \$4 million in grants, forgivable loans, and support services to Black-led nonprofits and Black, Latina and Indigenous-owned businesses to develop the diverse talent and supply chain pipelines that fuel inclusive economic growth for corporations and local governments.

Ms. Black is a skilled public-private partnership strategist and has helped companies, including Mutual of Omaha, ConAgra Foods, Blue Cross Blue Shield of Nebraska, and Cox Communications harness the power of government, community, and philanthropic partnerships to develop ESG solutions that reward communities, employees, and shareholders. Ms. Black's urban planning and economic development experience, coupled with her keen understanding of the intersection between business goals and community needs, made her uniquely positioned to lead Destination Midtown, an unprecedented public-private partnership in Omaha, Nebraska. She led the implementation of a redevelopment master plan, guiding corporations to leverage their social, political, financial, and intellectual capital and infrastructure to revitalize a historic neighborhood at the precipice of decline or transformation. Ultimately, her leadership helped to secure more than \$500 million in reinvestment in just three years to drive vibrant economic vitality.



Ms. Black has served as a Non-Resident Senior Fellow with the Brookings Institution Metropolitan Policy Program since 2019. In 2016, Living Cities named her one of the nation's Top 25 Disruptive Leaders working to close racial gaps. Ms. Black has been featured in the Washington Post, New York Times, Forbes, and on MSNBC as a leading authority on the actions that businesses can and must take to build racial wealth equity and fuel inclusive and equitable economic growth.

Ms. Black's is a graduate of Washburn University and holds a Bachelor of Public Administration degree. Her accomplishments and civic leadership have been recognized with many awards and commendations. Highlights include Women Presidents' Organization- JP Morgan Chase- 100 Black Men of America- Women of Color Achievement Award (2022); Women Elevating Women- Entrepreneurial Women of Impact (2023), Executive Leadership Council – Community Leadership Award, Twin Cities Business Magazine's Person of the Year (2022), Twin Cities Business Magazine's Nonprofit Community Impact Award (2021), Twin Cities Business Magazine's 100 People to Know (2021, 2020, 2017), Washburn University Alumni Fellow (2018), City of Minneapolis History Maker (2021); Minneapolis- St. Paul Business Journal's Women in Business Award Winner (2017), and Living Cities' America's Top 25 Disruptive Leaders Closing Racial Opportunity Gaps (2016).

Ms. Black has served and led on over 35 boards. Today, she serves her wisdom to: LIIF (Low Income Investment Fund), Minnesota Tech Association Board of Directors; Washburn University Alumni Foundation Board of Trustees; U.S. Bank's Access Advisory Board, McKinsey Institute for Black Economic Mobility's Advisory Council; and the Minnesota Council of Churches Board.

Ms. Black's life's work reflects her alignment of her purpose and vocation to fulfill her ministry. She is a licensed Evangelist with the Pentecostal Assemblies of the World, Incorporated and ministers to bring truth, love and mercy to all Grace Apostolic Church. Ms. Black lives in the Greater Minneapolis-St. Paul metro with her husband Eric and children Traviata and Christian.



Jen Ford Reedy

JEN FORD REEDY, BUSH FOUNDATION

Jen has been president of the Bush Foundation since September 2012. The Bush Foundation invests in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and 23 Native nations. The Foundation was established in 1953 by Archibald Bush, who played a key role in growing 3M into one of the world's leading companies. Prior to joining the Bush Foundation, Jen served as chief of staff and vice president of strategy for the St. Paul and Minnesota Foundation, where she led the creation of GiveMN.org and Give to the Max Day.

Jen was also a consultant with McKinsey and Company for nine years and directed the Itasca Project, a CEO-led regional civic initiative in the Twin Cities. Her current volunteer roles include serving on the boards of Independent Sector and Council on Foundations, on the Executive Leadership Council for the Itasca Project and the Executive Council of the GroundBreak Coalition, and as an election judge.

Jen is an enthusiastic student and teacher of philanthropic history and strategy and has developed and taught courses for practitioners and at the university level. She is a frequent speaker on topics related to leadership, philanthropy, and equity, including at the Aspen Ideas Festival and the Skoll World Forum.

Jen has a Bachelor's degree from the University of Kansas and a Master's degree from the University of Chicago. She has been honored as a "40 Under 40" leader by the Minneapolis-Saint Paul Business Journal, as one of the "100 Minnesotans You Should Know" by Twin Cities Business Magazine, and as a NextGen Fellow by Independent Sector.



Peter Frosch

PETER FROSCH, GREATER MSP

GREATER MSP is the regional economic development partnership for the 15-county Minneapolis–Saint Paul region. As Chief Executive Officer, Frosch is responsible for leading the global strategy for economic development and job creation for the region, with its 3.6 million residents and Gross Metropolitan Product of more than \$260 billion. GREATER MSP is a growing cross-sector partnership that includes over 350 businesses, universities, cities, counties, foundations, and nonprofit organizations.

As a partnership, GREATER MSP advances inclusive economic growth and global competitiveness by executing strategies in the areas of job creation, talent, innovation, and capital. Prior to taking on the role of CEO in 2019, Frosch served as Senior Vice President of Strategy at GREATER MSP. He earned a bachelor's degree in History and American Studies from Northwestern University and earned a master's degree in International Relations from Dublin City University in Ireland, where he studied as a George Mitchell Scholar.



Darrel German

DARREL GERMAN, HUNTINGTON BANK

Darrel German is the Minnesota Regional President for Huntington National Bank.

Darrel has more than 30 years of banking and financial services experience, including leadership roles in wholesale, business banking and development, operations, and commercial banking and lending. He has served as the bank's leader in Minnesota since 2020.

Previously, Darrel spent nearly eight years at Wells Fargo, holding a variety of senior leadership positions, including national healthcare business development leader, commercial area leader, and chief operations officer. Before moving to Wells Fargo, Darrel was the regional vice president for TD Bank where he led a middle market/commercial lending group in Philadelphia.

Darrel is a leader who is known for his exceptional relationship management skills and his ability to deepen organizations' community involvement. He serves as the chair of the Minneapolis Regional Chamber and a member of the M Health Fairview Philanthropic Board, the Guthrie Theater board, and the finance committee for YMCA of the North.

In addition to his professional career, Darrel was a career military soldier and recently retired from the United States Army Reserve as a Colonel. He is a veteran of the Iraq War and held several senior level positions while serving. In his spare time, Darrel is an avid golfer and enjoys reading.



Suzette Huovinen

SUZETTE HUOVINEN, SECURIAN FINANCIAL

As the leader of our primary investment management subsidiary, Suzette provides strategic leadership for our asset management, Pension Risk Transfer and investment product areas.

Experience

Since joining Securian Financial in 1997, Suzette has held various managerial positions within our Corporate Tax and Corporate Actuarial departments, including risk management, modeling and financial reporting.

She was named second vice president in 2013, appointed chief actuary and chief risk officer in 2015 and vice president in 2017. Suzette was promoted to senior vice president in 2019 when she was named CEO for Canadian Premier Life Insurance Company and Canadian Premier General Insurance Company, our Canadian insurance company subsidiaries. While there, she successfully led the development and execution of our Canadian growth strategies for three years before moving back to our home office to lead our strategic finance and transformation initiatives before assuming her current position.

Education

Bachelor's degree, Concordia College, Moorhead, Minnesota

Registrations/Licenses

Fellow, Society of Actuaries (FSA)

Chartered Financial Analyst (CFA)

Chartered Enterprise Risk Analyst (CERA)

Community

Suzette serves as board chair for the Minnesota Children's Museum.



Trista Martinson

TRISTA MARTINSON, RAMSEY COUNTY BOARD

Trista is a mother, a veteran, and a vocal and effective advocate. Over her career, she has tirelessly spoken out for important issues like affordable housing, homelessness, mental health, disability services, autism research, urban agriculture and veterans' services.

Trista joined the United States Navy at 17 and served on active duty for 16 years. She is one of only a handful who have served in three branches of the service, both as an enlisted person and as an officer in the Navy-Marine Corps and the Army National Guard. Trista often served as the only or first woman in each of her duty assignments and was the first woman to serve as Commander of the 34th Military Police Company.

After her military service, Trista became a community organizer and policy leader for Twin Cities Habitat for Humanity, where she developed government relationships as an advocate for affordable housing. During this time, she helped found the Homes for All Coalition, working to increase funding for the entire housing continuum.



At the same time, Trista also founded the Women Veterans Initiative, a nonprofit organization that advocates to build equity in services and to develop innovative programs to address the needs of Women Veterans. She was integral in passing legislation for the Women Veterans license plate and in declaring October to be Veterans Voices Month. She has spoken across the country and internationally about issues impacting the veteran community and is a contributing author to the Attorney's Guide to Defending Veterans In Criminal Court. She has served as a Ramsey County Veterans Court Advocate and is frequently involved in assisting veterans to access services and connect with resources throughout the community.

Trista most recently worked for Minnesota Assistance Council for Veterans as a strategic partnership consultant and previously worked for the Minnesota Humanities Center as a Veterans' Voices program director. Trista has five sons: Taavo, Hunter, Kaelen, Soren, and Aren. They live in the Payne/Phalen neighborhood.



Adair Mosley

ADAIR MOSLEY, AFRICAN AMERICAN LEADERSHIP FORUM

Adair has served as the Chief Executive Officer at the African American Leadership Forum since 2022, after a distinguished tenure as the president and CEO of Pillsbury United Communities.

Adair is recognized as a passionate change-maker and relentless strategic innovator. Throughout his career, he has demonstrated radical and inclusive solutions to the community's most urgent needs. During Adair's tenure at Pillsbury United, he moved the agency's focus upstream – addressing multi-dimensional social issues.

This led to over \$3M in incremental funding to launch a community health partnership with Blue Cross Blue Shield of Minnesota, a policy department with the Kresge Foundation, and increased resources on narrative justice. In 2020, he launched Justice Built Communities, an equitable economic development corporation to prevent gentrification while prioritizing wealth creation in black and brown communities, securing \$5M for its launch. In his time at Pillsbury, he also led a \$7M capital campaign to build North Market, a grocery store that's transforming food access in North Minneapolis. One of his career highlights was securing \$1M in scholarship funds for the graduating class of 2022 at North High School (Minneapolis.)

Adair serves on the boards of the Women's Foundation of MN and MinnPost and the Community Advisory Board for the Federal Reserve Bank of Minneapolis. In 2019, he was selected to represent the Twin Cities region at Harvard Business School's Young American Leaders Program and named by Twin Cities Business Magazine as 100 People to Know in 2022. He has an Executive MSc in Cities from the London School of Economics, having previously attended the University of Minnesota and the University of Michigan's Executive Leadership Institute. He earned a certificate in Human Centered Design at Stanford.



Tim Welsh

TIM WELSH, U.S. BANK

Timothy A. Welsh is vice chair, Consumer and Business Banking (CBB), for U.S. Bancorp. In this role, Tim leads a team of more than 26,000 to drive the company's overall consumer and small business strategy. This includes the branch network, product management functions, mortgage, auto, deposits, and related operations. CBB represents about half of the loans and deposits of the bank. Prior to joining U.S. Bancorp in 2017, Tim spent more than 26 years at McKinsey & Co., specializing in financial services and the consumer experience. Serving as senior partner, Tim was elected by his colleagues to the McKinsey's Shareholders Council, led McKinsey's global learning and development function, and co-led the firm's people strategy.

Throughout his career, Tim's work has focused on finding and leveraging purpose to connect with consumers and small businesses to develop strategies that generate significant growth. In addition, his work in other industries focused on understanding consumer behavior and creating strategies to respond to consumer preferences.

Tim is active with many non-profit organizations, including the Minnesota Orchestra, Y of the North, the Constellation Fund, the Minneapolis Institute of Art, and the Ordway. He is the board chair for GREATER MSP, vice chair of the board of Allina Health, and lead independent director for the GHR Foundation. He is also a member of the board of directors for Operation HOPE.

In addition, Tim is a founder of the Itasca Project, a dedicated team of business, government and not-for-profit leaders who are working to improve the quality of life in Minneapolis and St. Paul. Tim is also a founding board member of Upside Foods, a food technology company, and was recently elected as a director of Xcel Energy. Tim holds a Master of Business Administration with distinction from Harvard Business School and a bachelor's degree magna cum laude in social studies from Harvard University.



Jim Zappa

JIM ZAPPA, CHS (retired)

James M. (Jim) Zappa is an experienced attorney, corporate legal executive, and nonprofit leader. In April 2023, Jim retired from CHS Inc., where he was serving as senior vice president Legal & Government Affairs, and deputy general counsel. CHS is the nation's leading integrated agricultural farmer-owned cooperative, providing grain, food, agronomy, and energy resources to global businesses. In his role, Jim provided strategic legal counsel to CHS executives and led the government affairs team providing counsel to and political advocacy activities on behalf CHS and its owners. In addition, Jim served as a director for Ventura Foods, LLC.

Jim joined CHS in April 2015 as executive vice president and general counsel, serving in that role for six years. As general counsel, he was a member of the company's Strategic Leadership Team, led the company's legal, compliance, internal audit, government affairs, and stewardship teams, served as counsel to the company's Board of Directors, led the office of the corporate secretary, and directly led the team that developed the company's first and current enterprise sustainability framework.



Jim joined CHS in April 2015 as executive vice president and general counsel, serving in that role for six years. As general counsel, he was a member of the company's Strategic Leadership Team, led the company's legal, compliance, internal audit, government affairs, and stewardship teams, served as counsel to the company's Board of Directors, led the office of the corporate secretary, and directly led the team that developed the company's first and current enterprise sustainability framework.

Prior to CHS, Jim had several legal and compliance leadership roles during 15 years at 3M Company. His last role at 3M was vice president, associate general counsel and chief compliance officer. In that position, he led a global legal team responsible for overall corporate compliance and business conduct. He previously served as vice president, associate general counsel, International Operations, working with 3M global subsidiaries and business operations. His career also included serving as counsel to the 3M Board's Compensation Committee, assistant general counsel for consumer and office business and human resources, and counsel and assistant general counsel for labor and employment law. In other legal roles, Jim was an Employee Relations Director at UnitedHealth Group and an associate at Dorsey & Whitney, LLP.

Jim earned his law degree from the University of Minnesota Law School, a master's degree in communication arts and sciences from the University of Southern California, and a bachelor of fine arts degree from Drake University. He is an active community volunteer and recently served as board chair of the Greater Twin Cities United Way.