



FEMA

W-16004

January 22, 2016

MEMORANDUM FOR: Write Your Own (WYO) Company Principal Coordinators and the  
National Flood Insurance Program (NFIP) Direct Servicing Agent

FROM: Michael A. Coen, Jr.  
[Signed]  
Chief of Staff  
Federal Emergency Management Agency

SUBJECT: NFIP and FIMA Senior Leadership Announcements

The Senior Executive Service (SES) was established by Title IV of the Civil Service Reform Act (CSRA) of 1978 (P.L. 95-454, October 13, 1978) and became effective on July 13, 1979. The CSRA envisioned a SES whose members have shared values, a broad perspective of government, and solid executive skills. Its stated purpose was to "ensure that the executive management of the Government of the United States is responsive to the needs, policies, and goals of the nation and otherwise is of the highest quality."

Administrator Fugate remains committed to transforming the National Flood Insurance Program (NFIP) to be more focused on survivors and policyholder needs. Over the next several months, FIMA will begin to wind down the NFIP Sandy Claims Task Force. In doing so, we will incorporate the critical lessons that have been learned to greatly improve the customer experience with the NFIP. To guide this process, our Federal Insurance and Mitigation Administration (FIMA) is being infused with a new cadre of senior leaders that will join Mr. Roy Wright and Mr. Mike Grimm.

I am pleased to announce the first of these SES assignments. I am confident that these experienced and hardworking individuals will help us tackle the important challenges facing FIMA. We are grateful for their service and look forward to working with them.

Mr. David Maurstad will return to FEMA as the Assistant Administrator for Federal Insurance. Mr. Maurstad brings over 30 years of experience in the insurance industry. He returns to FEMA after spending 7 years in the private sector, where he served in executive management positions with an A&E firm and an integrated IT, engineering, and management solutions firm. Mr. Maurstad has a long career in public service, including 7 years with FEMA. He spent four as the Associate Administrator for Insurance and Mitigation, where he led the NFIP and Mitigation programs during the 2004 Florida Hurricane Season and Hurricanes Katrina, Rita, and Wilma in 2005; and three as the Regional Administrator in Region VIII. He has also served as Lieutenant Governor and State Senator in Nebraska. Mr. Maurstad is from Beatrice, NE, where he served as mayor and was president, manager, and agent in a family-owned insurance business. He has an MBA from the University of Nebraska.

Mr. Paul Huang joins the SES this month and will be the Deputy Assistant Administrator for Federal Insurance. Most recently, Mr. Huang served as Interim Director of OPPA's Enterprise Analytics Division, helping deliver FEMA STATs and analytical support across the FEMA enterprise. Mr. Huang previously served as the Director of the Risk Analysis Division within FIMA, where he helped modernize the Nation's flood map inventory and stand up the successful \$200M+ Risk Mapping, Assessment and Planning (Risk MAP) program, which integrates the hazard mitigation planning program and the dam safety program with a goal of providing quality data that increases risk awareness that ultimately drives mitigation actions in communities resulting in long-term resiliency. Additionally, Mr. Huang previously led the flood NFIP Reform efforts, a multi-phase participatory process designed to review, rethink, and reform the NFIP that ultimately helped shape the current Program's authorizations. Mr. Huang is a Department of Homeland Security level III program manager and holds a B.S. in Management Science and Information Systems as well as an MBA. He has been working in the field of flood hazard mapping and mitigation for over 10 years; previously, he was an information technology consultant.

Dr. Clifford Oliver will serve as the Executive Director for Insurance Technology and Acquisition Support Division in FIMA, where he will oversee flood insurance acquisitions as well as lead the management and modernization of the NFIP information systems. Dr. Oliver has been serving in an acting capacity as Director of Insurance Systems since March 2015. In his previous role as Director of Acquisition Program and Planning Division, Office of the Chief Procurement Officer, Dr. Oliver launched a major initiative to improve acquisition planning throughout FEMA, including the formation of a strategic planning section that developed 5-year master acquisition planning schedules for all major procurements. He also created a Quality Control Section to improve the quality of FEMA acquisitions. He has extensive prior experience with the NFIP and is FEMA's leading expert on acquisition planning and program management.

Ms. Angela Gladwell joins the SES this month as Deputy Assistant Administrator for Risk Management, FIMA. Ms. Gladwell is beginning her 18th year with FEMA and has been the Director of the Office of Environmental Planning and Historic Preservation (OEHP) for the last decade. She has significantly matured FEMA's environmental compliance function to meet the rapidly evolving nature of emergency management programs and operations as a result of major disaster events, including 9/11 and Hurricanes Katrina, Ike and Sandy, and subsequent legislative change. Most recently, Ms. Gladwell led the Steering Committee that established the Unified Federal Review (UFR) process and met the 18-month legislative deadline. As a result of this effort, Federal agencies now work together to more effectively meet community disaster recovery goals.

Mr. Jeff Smith will serve as the acting Assistant Administrator of Fund Management for FIMA for his 120-day developmental assignment starting February 1, 2016. Mr. Smith currently serves as the Mission Support Division Director for FEMA Region VII, located in Kansas City, MO, and is responsible for Human Resources, Budget, IT, Security and Support Services. Previously, Mr. Smith served as the Region VII Regional Watch Center Branch Chief within the Response Division, where he was instrumental in developing policies, procedures, and training programs for the new Regional Watch program. He was selected to attend the DHS SES Career Development Program in 2015 and recently completed his academic requirements for the program at American University.

Please join me in welcoming Mr. Maurstad back to FEMA. We congratulate and thank Mr. Huang, Dr. Oliver, Ms. Gladwell, and Mr. Smith for their continued service and leadership to our Agency as they embark on new challenges and as we work together to support FEMA's mission.

FROM: Roy A. Wright  
[Signed]  
Deputy Associate Administrator for Insurance and Mitigation  
Federal Insurance and Mitigation Administration

I want to share with you a set of leadership announcements made here at FEMA today. These announcements advance the commitment Administrator Fugate has made to reshape the vision for our Insurance and Mitigation programs. I'm really excited about bringing this new team together, building on our past success, preparing for re-authorization, and hitting the reset button on our customer experience philosophy.

Here are the headlines:

**Risk Management**

*In progress:* Assistant Administrator  
Angela Gladwell, Deputy Assistant Administrator

**Mitigation**

Mike Grimm, Assistant Administrator  
*In progress:* Deputy Assistant Administrator

**Federal Insurance**

David Maurstad, Assistant Administrator  
Paul Huang, Deputy Assistant Administrator

**Fund Management**

Jeff Smith, *Acting* Assistant Administrator

**Flood Insurance Advocate**

Dave Stearrett, Advocate  
Rhonda Montgomery, Deputy Advocate (upon return from detail)

**Environmental & Historic Preservation**

Kristin Fontenot, Director  
*In progress:* Deputy Director

**FIMA Integration Office**

Patty Kalla, Director (my chief of staff role)

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Required Routing: Data Processing, Marketing, Underwriting