



**Cristen Moore**

*Director, HCM Strategists*

As a senior associate at HCM Strategists, Cristen provides a portfolio of services including supporting the development of strategic plans, elevating the importance of equity-minded leadership, serving as an intermediary and facilitating evaluations. She also works across all 50 states providing technical assistance as states look to implement strategic policy to increase educational attainment in their state. Her work spans institutions, higher education systems, state-level agencies and nonprofit organizations. A graduate of Howard University with a bachelor's degree in legal communication, Cristen also earned her Master of Public Administration degree from George Washington University in 2014.



**Elizabeth Salinas**

*Senior Associate, HCM Strategists*

Elizabeth Salinas is a Senior Associate at HCM Strategists dedicated to identifying and eliminating equity gaps in higher education. A specialist in research and data analysis, she provides strategic guidance for multiple clients including Lumina Foundation and the Bill & Melinda Gates Foundation. Her growing areas of expertise include finance and transfer policies. Prior to HCM, Elizabeth worked on Capitol Hill as a fellow with the Congressional Hispanic Caucus Institute, served as a high school physics teacher and a program coordinator for the Massachusetts Institute of Technology's (MIT) Office of Engineering Outreach Program.

A proud first-generation college student, Elizabeth earned her bachelor's degree in civil engineering from MIT and a master's degree in higher education from Harvard University. She currently resides in Westwood, Massachusetts and enjoys baking in her spare time.



**Martha Snyder**

*Senior Director, HCM Strategists*

A Senior Director at HCM Strategists, Martha Snyder is an education policy specialist with high-level experience supporting federal and state policymakers. In this role, she provides policy expertise and strategic counsel on a wide range of areas from finance to accountability to college readiness and affordability. Before her tenure at HCM, Martha worked as a senior policy advisor at the United States Department of Education, focusing on K-12 accountability, high school reform and special education. She also served as an associate director for The White House Domestic Policy Council, developing budget priorities and providing analysis and counsel on all federal education issues. Her legislative branch experience includes a stint as a legislative assistant to Rep. Jim Gerlach of Pennsylvania.

Martha lives with her husband and four children in Albany, New York, where she has put her passion for creative educational approaches to work on the board of directors for two local charter schools. A 13-time marathon finisher, Martha is an enthusiastic runner and dedicated fan of the Buffalo Bills.