



Robert Upton

Western Governors University

Robert Upton, Jr. is the Strategic Partnerships Manager (SPM) of WGU's Central Region, which includes Michigan. Upton brings a strong track record of working with higher education where he led student recruitment and strategic partnerships.

Mr. Upton is responsible for developing and sustaining relationships between the university and Michigan employers, community colleges, organizations and municipalities to provide pathways to flexible and affordable higher education options for students across the state. Mr. Upton is fully engaged with helping students

achieve their educational goals as Michigan continues to work toward closing its skills gap by having 60% of working age adults obtain a skills certificate or college degree by 2030.

Mr. Upton has substantial experience working with the underserved, diverse populations and overseeing recruitment. Before joining the WGU team, Upton played a key leadership role in advancing strategic partnerships with professional organizations and leading student recruitment efforts in areas of healthcare, nursing, education and business as a university development counselor for Grand Canyon University. Prior to that, he worked for Indiana Wesleyan University as a corporate representative where he oversaw student recruitment efforts and partnership development across Michigan. Finally, Mr. Upton worked as the Community Relations Officer for the City of Grand Rapids for many years within the Human Resources division. He participated in recruitment efforts, interview panels, hiring decisions, mentoring other employees, employee resource groups, and ensuring that the city's hiring efforts and policies were inclusive.

Upton graduated from Michigan State University and now resides in Grand Rapids, Mich. with his wife, Sandra. They have two adult children, Alexis and Devin.



Alejandra Juarez

Juarez & Juarez Well-Being Consulting

I'm a dedicated health advocate, benefits and well-being expert, and a passionate voice for better access to healthcare. As an consultant and professional speaker, I led the implementation and execution of comprehensive well-being strategies to advance health equity through a

whole-health approach (addressing physical, behavioral, social, and occupational needs).

Before launching Juarez & Juarez Well-Being Consulting, I led the quest to make behavioral health more accessible and establish new healthcare payment solutions to make care more affordable.

I serve multiple national and local organizations aiming to advance health equity through innovation in community engagement and education.



Elizabeth Robinson

HAP Medicare Sales and Outreach

Elizabeth Robinson is a licensed and certified health, accident and life insurance agent who has more than a decade of experience in the health insurance industry and is an expert in Medicare and individual/family plans. She is a Medicare Consultant for HAP whose role focuses on creating relationships with professionals and organizations who work with and serve Medicare Beneficiaries to become a resource for information about Medicare and to look for opportunities to collaborate. Her first-hand experience with her aging parents and working in this industry gives her the empathy needed to effectively work with and serve the ever-growing Medicare-eligible population.