

## **Veronica Morales**

### **Deputy Communications Director – House Committee on Financial Services**

Veronica Morales is the Deputy Communications Director for the House Committee on Financial Services.

Prior to joining the Committee, Ms. Morales was a Senior Associate at KPMG. She supported innovation efforts, under the ReInvent Grants Management Initiative, within the Department of Health and Human Services to improve grantmaking across the agency.

Before KPMG, Ms. Morales supported Booz Allen Hamilton as a Strategic Communications, Associate, specializing in Military Health. In this capacity, she leveraged her knowledge of Design Thinking, Business Process Reengineering, and Agile to increase efficiency on a variety of projects with the U.S. Department of Defense and the U.S. Department of Veterans Affairs.



Her work has promoted better healthcare and infrastructure for Service members and veterans. She has advised senior level Department of Defense leaders on Congressional testimonies and communication campaigns that promote mental health for Service members and their families. For her work, she received multiple Booz Allen awards, including the BAH Ingenuity Award and the BAH Team Performance Award.

Beyond her current role with KPMG, Ms. Morales contributes her expertise to Compass Pro Bono Consulting, a nonprofit volunteer organization that provides consulting services at no cost to local nonprofits. She provided consulting expertise in fundraising strategy, strategic program alignment, board development, and technology strategy to the Scholarship Fund of Alexandria, the Korean Community Service Center, Rebuilding Together Alexandria, and Identity Inc. In addition, Ms. Morales recently participated in a Design Thinking incubator sponsored by Capital One that explores the question “How might we improve the financial health of vulnerable DC citizens through entrepreneurship and/or public-private partnerships?”

In previous volunteer roles, Ms. Morales led the MLT Alumni chapter as the Co-President from 2013-2015 and serves on the Washington, D.C. Advisory Council for the Hispanic Scholarship Fund and on the Board of Directors for Fihankra Akoma Ntoaso (FAN) and Pay Our Interns.

Ms. Morales holds a Bachelor of Arts in Communication Studies and American Studies from Northwestern University. During her time off, she enjoys going to concerts, organizing friend gatherings, reading nonfiction, practicing yoga, and talking about politics.