



“Your guide to a brighter future”



José A. Reyes Jr
President and CEO

José has devoted his life’s work to the principle of “social engineering”, that is, developing and refining systems and structures to promote viable, sustainable communities and improved quality of life for individuals. For over twenty-five years, José has worked at the nexus of government, health and human services, business, education, and technology. The breadth and depth of his expertise encompasses the areas of strategic planning, operations management, quality assurance, and information technology. José has been on the front lines as a change agent assisting government and nonprofits in large and diverse communities such as the City of Detroit, Wayne County, and Genesee County. José has effectively worked to develop and implement successful collaborative partnerships between government, the private sector, and the nonprofit community, meeting their emerging needs during a period of fiscal constraint and a declining economy.

Jose currently serves as the managing partner for North Star Consulting Group. As a subject matter expert on Workforce and Economic Development, Jose brings nearly two decades of workforce experience. In 2011, Jose served as mayoral appointee for Workforce Development. During his tenure Jose help transition the City’s department into one of the largest and best performing nonprofits in Michigan. Touted as the co-founder of Detroit Employment Solutions Corporation (DESC) and former Vice President, Jose has been the driving force behind DESC’s innovative, groundbreaking initiatives. José has been nationally recognized for his expertise in workforce development, particularly as it relates to innovative strategies among underrepresented populations in the workforce. He is credited for his vision in creating the White House recognized TechHire initiative in Detroit as well as:

- Expanding City of Detroit summer youth programing (GDYT) to 8,000 kids,
- Establishing the City’s first youth engagement center for Opportunity Youth
- Establishing American Job Centers within two Michigan Department of Corrections facilities
- Establishing the Detroit Registered Apprentice Program (D-RAP), a DOL recognized best practice model

He has provided consultation to other Workforce Boards, including the City of New Orleans and Nevada. José continues to serve as a panelist to address policy issues for creating opportunity, equity and diversity for men and boys of color through Policy Link, a national research and action institute dedicated to advancing economic and social equity.

Prior to leading the public workforce system in Detroit, José spent nearly a decade at Prism Solutions, serving as Director of Public Sector Solutions and Senior Consultant. As Senior Consultant, José assisted public sector and non-profit clients with strategies for change management and capacity building. To meet the needs of his clients, José successfully fused the art of innovation with the scalable application of sound business management tools to facilitate change, build capacity, and improve service/operational performance.

Prior to joining Prism Solutions, José worked with the Detroit Wayne County Mental Health Agency, one of the largest public-sector healthcare systems in the nation, with more than 2.2 million residents, 400,000 Medicaid eligible members, and an annual operating budget of just under \$600 million. During his tenure at the Detroit-Wayne County Community Mental Health Agency, José rapidly ascended the ranks—beginning as program developer and rising to a department manager, and ultimately to Chief Information Officer. He was instrumental in developing the county’s managed care initiative and quality management system, as well as monitoring and managing its day-to-day operations and streamlining the functions of the agency’s units.

Through the late 1980s to mid-1990s, José worked for the University of Michigan. He served as an aid to the Vice Provost for Minority Affairs at the university, and worked to develop and implement policy, programs, and research designed to promote access and achievement for underserved populations. José also worked to promote diversity within the university campus community. These initiatives increased enrollment and retention for underserved populations, as well creating new policy that shaped a more diverse and representative university community. During his tenure at U of M, José also served as the Senior Program Evaluator for the UAW-GM EDC Program, a \$14 million-dollar, multi-year labor education project designed to retrain autoworkers for careers outside the auto industry.

José is a graduate of the University of Michigan; he holds a Bachelor’s in Sociology and a master’s degree in Social Work. He is a Board of Governors Emeritus for the School of Social Work. In addition, he attended the University of Detroit’s law school. José is a life-long Michigander, born and raised in Detroit. In addition to his professional endeavors, José is active in the community and continues his involvement with groups that promote strong communities and enrichment opportunities for children and families.