



LOUDOUN COUNTY
REPUBLICAN WOMEN'S CLUB

CANDIDATE SPOTLIGHT

JUAN PABLO SEGURA

VIRGINIA SENATE DISTRICT 31

CANDIDATE: **JUAN PABLO SEGURA**

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What would you like voters to know about you?

I'm a Virginian. I was born, grew up and lived in Northern Virginia most of my life. I appreciate and love this state, and I chose it to raise my family. Now I wish to apply my experience as an entrepreneur to help raise the standard of living for all Virginians, and reform our educational system by demanding accountability, transparency and standards that will help all our young people succeed and grow in a safe environment. As an entrepreneur, I am interested in finding solutions that help everyone – less politics, real action instead. I would like them to know that I am not waiting to be sent to Richmond; I am already on the job seeking to help Virginians achieve their expressed goals and desires. Publicly I have demanded accountability from the Loudoun County School Board by taking legal action to bring about change.

I was President and co-founder of *Babyscripts*, a virtual maternity care company that was among the first to revolutionize the delivery of women's healthcare through technology. Through our innovative work in elevating women's health, I was named Healthcare Transformer by Startup Health. The company itself has been awarded numerous accolades and was recently named one of the 150 most innovative healthcare technology companies in the world by CB Insights. Through *Babyscripts*, I also legislatively worked across the aisle to improve our healthcare delivery system, including advocating for, and helping to pass *The Postpartum Coverage Expansion Act of 2020* in Washington, D.C.

Poverty and homelessness in our country are other areas that are important to me. I serve on the board of one of the largest nonprofits in the country, Volunteers of America, and also was locally appointed to the Community Services Board in Fairfax County which is focused on

delivering crucial services to the most at risk in our communities including those with mental health crises and developmental disabilities. I also started a local homeless ministry, which continues serving to this day.

Finally, I was appointed by Gov. Glenn Youngkin to serve on the Virginia Innovation Partnership Authority Board of Directors, where in just six short months we added an additional \$230 million of federal funds to help Virginia businesses and attract new and innovative companies to the Commonwealth.

Why are you running for office? Why are you interested in public service?

I stepped away as CEO of two successful companies to serve the people of this district. I believe that many of the skills I acquired in the business world and my honest desire to help all in our district will provide added value to the lives of our people. I have always sought to seek solutions to difficulties and obstacles that lower productivity, increase cost, and create stagnation. I firmly believe that politics needs this renewal, and it is the possibility of helping to transform and assist our constituents that drives me every day. Politics, I believe, is not about money or vainglory. For me, this is about creating a better future for all of us. I wish to serve and try to achieve measurable goals for my constituents. I sincerely believe we can all be successful together and that this goal is a common desire. Regardless of party, religion, gender or economic status, the role of a legislator is to serve his community and that is what I intend to do.

How long have you lived in Loudoun County?

I was born and raised in Northern Virginia. My parents, family and friends live mostly in the Tysons Corner area. I have always been attached to Loudoun County's beauty, land, and way of life which is why I proposed to my now wife two years ago here. My wife Cecilia and I chose Leesburg as a great place to raise a family, and we just welcomed our first child, Luca. Loudoun County is also a very entrepreneurial community, and it has the great benefits of the beautiful countryside of Virginia.

Have you ever held public office before?

I have never been a politician, but being a successful entrepreneur lends itself well, in my view, to serving in the political arena. As an entrepreneur, I have developed skills to seek efficiency, results, success, problem-solving, cost reduction and waste cutting as well as thinking outside the box to find solutions. Being accountable to my board and investors is something that applies to politics. That is what we do in business all day long.

What are your top 3-5 issues and why?

Education: The status of our education system is a huge priority of mine. We must work with parents on the best way to educate our children and create a viable path to success to give our children every possible opportunity to flourish. We must seek accountability, standards, and transparency from our school boards. Parents are the primary educators of their children, and state employees need to take to heart and always respect that they are in a collaborative role with parents and are therefore accountable to them. Parental rights do not cease at the doorstep of our schools. Parents, teachers and local elected officials need legislators who understand that a good education is vital to success. I want to help provide the best for the success of our children.

Standard of living and taxes: We must seek to raise the standard of living for all people in our district. I believe, given the surplus in Virginia, that with proper measure we should seek innovative ways to reduce taxation and allow families and the labor force to keep more of their hard-earned wages.

Prenatal care for mothers and better healthcare for all Virginians: My company, *Babyscripts*, was recognized as one of the top 150 companies in the world for the healthcare technology industry because, through innovative technological solutions, we were able to assist and monitor mothers during pregnancy to lower the maternal mortality rate. We need to care for our families and future. I will promote these efforts by creating greater and more affordable healthcare access to all Virginians. The mental health crisis particularly for youth is also an area we need to understand and address.

What do you hope to accomplish if you are elected?

I am running to represent the voices of all constituents in Virginia and to fight for their best interests. I want to help resolve problems and execute solutions that enable taxpayers and their families to realize their aspirations and have a better life.

Politicians must remember that they are at the service of the people. There is too much sense of entitlement among politicians who forget that they are working for their constituents. They forget that the delegated authority given to them must be exercised within the boundaries of justice and constitutional principles. Authority is not arbitrary power politicians can use at will to push their personal agendas and ideologies. It must be used to find a better way for all of us to be successful together. Ultimately, my goal is to make Virginia a better place to live, work and raise a family.

1. I want to help reform our educational system and structures so that our kids in public and private schools all have a better chance at learning and future success. I have already

started doing this by demanding accountability, transparency, and higher standards from the Loudoun County School Board and suing for the release of the Grand Jury report regarding the sexual assaults of two Loudoun County high school students. We must ensure the safety of our children, and parents' right to know what took place and why. Transparency and accountability are necessary to vindicate parental rights and make urgent corrections in our administrative system regarding safety for our children in schools.

2. I have also publicly called for legislators in Virginia to support the execution of Sage's Law to protect children from trafficking, sexual abuse and transgender ideology by informing parents when schools are made aware by children who share these concerns. Parents should know things that take place in their children's lives – things they may be completely unaware of. When I am elected, I will ensure that laws that protect our children be given the highest priority.
3. I created *Renew Virginia*, which is a PAC that will help provide financial and logistical support to qualified candidates who run for Loudoun County School Board. We need new leadership, and I am willing to help make that change happen with action, not words, because the safety and education of our children cannot wait. Through *Renew Virginia*, I have also invited candidates of all parties, Democrats and Republicans alike, who wish to enter politics and are seeking to help renew Virginia, to apply for contributions from our Renew Virginia PAC. We need to help promote a new type of leadership – a leadership based on merit and ideas, not partisanship or ideologies.
4. We must also raise the standard of living by allowing Virginians to keep more of their money, by returning a percentage of the two billion in surplus tax dollars to the people. Finding ways to more efficiently execute government action and cut out inefficiencies will help us save funds and be able to still operate to serve our community. But more importantly, this will raise the standard of living for everyone.
5. As a CEO of a global top 150 health-tech company, I believe we must really work at lowering healthcare costs, providing health insurance, and ensuring that all Virginians are covered and able to receive healthcare when needed. We must get better at this, for the health of all families and children in our district is a goal we must all strive for.

What's the one word people who know you best would use to describe you?

Authentic.