

# MAURA SHENKER

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## NON - PROFIT WORK EXPERIENCE

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### DIRECTOR, WOMEN OWNED BUSINESS ENGAGEMENT

2022

WEConnect International

- Lead a globally-dispersed team in a matrixed organization to drive registration and certification of women-owned businesses in 155 countries.
- Build-out a new department responsible for all aspects of engagement of women-owned businesses, with the goal of doubling membership in the organization's proprietary online site, WECommunity.
- Identify and build new partnerships and alliances to create resources that educate and support women-owned businesses, including funding opportunities with large multi-national corporations and government agencies.
- Evaluate, monitor, and continuously improve the global certification process, as well as oversee the Certification Fulfillment Center, which includes 30+ Certification Assessors across the globe.
- Oversee the new Customer Service Center which will support internal and external stakeholders, offering technical assistance in 10+ languages 24/5.

### DIRECTOR, SMALL BUSINESS DEVELOPMENT CENTER

2018 - 2022

Temple University

- Create strategies and operational systems to support entrepreneurs and small business growth in the Philadelphia region.
- Establish new partnerships and coalitions to leverage the SBDC's technical assistance to drive regional economic growth.
- Awarded more than \$4M in additional funding, grew the department from three to 21 employees, started two new Centers of Excellence at the University, and was recognized with the Fox School of Business Award for Community Service (2020).
- In 2021, the SBDC worked with 1780 clients, created 62 new businesses, helped entrepreneurs access \$21M+ in capital, created/retained almost 5,000 living wage jobs, and hosted 280 webinars which had 7540 attendees.
- Provide expertise in BIPOC-focused economic and community development programmatic initiatives and policy matters to government officials, partners, and media by providing testimony, participating on panels, leading workshops, presenting at conferences, and joining working groups and coalitions.

### DIRECTOR, CENTERS FOR PROFESSIONAL DEVELOPMENT & FOOD MARKETING

2016 - 2018

Saint Joseph's University

- Built a portfolio of custom executive education programs using faculty expertise; responsible for proposal creation, pitching to new clients, budget management, logistics, contract management, and program evaluation.
- Created a new revenue stream by developing SJU's first open enrollment programs, including the ICF-approved Coaching Leader Program (CLP) winning the Best New Program at the international CMED conference in Austin, TX (2017).
- Increased department revenue by 20% and successfully lobbied at the State level for line-item funding.
- Design and deliver proposals, estimate program costs and invoice all ad hoc programs/projects, including symposia such as "What Women Want", awarded the 2016 Best Special Event/Initiative by SJU

## VICE PRESIDENT OF DEVELOPMENT

2015 - 2016

### FINANTA

- Worked directly with President and CFO to create annual organizational budget.
- Responsible for all grant and fundraising activities, including:
  - Federal, State, City & Private Foundation applications (\$1B+ in CDFI funding)
  - Increased SBA technical assistance funding by 81%
  - Awarded Business Technical Assistance Program (BTAP) grant by the City of Philadelphia
- Established new enterprise-wide data collection and reporting system.
- Created new relationships with Bank CRA departments and Corporate Philanthropic Foundations.
- Winner of the SBA “Jodi Raskind CDFI of the Year” award with invitation to the White House (2015).

## STRATEGIC COMMUNICATIONS MANAGER

2014 - 2015

### St. Christopher’s Foundation for Children

- Managed 30+ donor-restricted funds at St. Christopher’s Hospital for Children
- Oversaw all internal and external communications:
  - Designed an Annual Fund Campaign resulting in a 22% revenue increase
  - Created a social media marketing strategy and omni-channel original content
  - Established best practices for donor relations
- Researched, selected, and managed donor CRM transition, streamlining data at a 60% annual savings.
- Initiated the changeover to a cloud-based server, acted as SharePoint architect for file management system.

## ENTREPRENEURIAL WORK EXPERIENCE

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## OWNER AND PRINCIPAL

2013 - 2014

### St. Christopher’s Foundation for Children

- Full-charge freelance Bookkeeper
- Certified QuickBooks Pro Advisor
- Clients in multiple industries, including Non-Profit, Arts, Hospitality and Real Estate

## OWNER AND MANAGING PARTNER

2011- 2013

### Philly Pub n Grub (V&J, LLC)

- Oversaw all daily operations, hired, trained, and scheduled 35+ employees, processed weekly payroll and acted as HR Manager
- Developed budgets, tracked inventory and created cost-of-goods analysis
- Planned events, directed promotions and marketing
- Increased sales by more than 25% in a single year and was voted “One of Philadelphia’s Top 25 Sports Bars” in 2012

## FREELANCE WRITER

2009- 2011

### Demand Media

- Professional content creator who authored more than 1,000 articles all published online.
- Researched and edited articles conforming to AP standards.

## MANAGER

2001 - 2005

Bank Street Limited Partnership

- Office Manager supervising multiple businesses in PA and NY (Two Nightclubs, One Hotel, One Dry Goods Store).
- Bookkeeper, Payroll Specialist and HR Officer.

## OWNER

1999 - 2007

Hot Soup Glass Studio, LLC

- Promoted from Gallery Manager to Operations Manager in 8 months.
- Bought studio in 2004 with \$500K SBA loan (paid back in full).
- Curated monthly exhibitions, created all marketing materials, planned yearly calendar for classes and exhibitions.
- Doubled the studio size and increased private commission and design work, increased income by 300% in less than two years and gained national acclaim by creating a line of home décor items.

## SELECTED PROFESSIONAL ASSOCIATIONS

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New Kensington Community Development Corporation (NKCDC) Board Member 2015 - 2019

Network for Executive Women 2016 - 2018

International Coach Federation (ICF) Member 2017

ODL Advisory Board at Saint Joseph's University 2017

Young Involved Philadelphia Board Prep Program 2016

InterGen Non-Profit Leadership Working Group 2016

Member of the American Institute of Professional Bookkeepers 2013

Portside Arts Center Board Member 2009 – 2010

Old City Arts Association Member 1999 – 2005

Old City Civic Association Member 2000-2002

Glass Arts Society Board Member 1995-1996

## RECENT AWARDS AND HONORS

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2022 PA SBDC Creative Funding Award for Most Prolific Fundraiser.

2022 PA SBDC Student Program of the Year "Digital Connect" in partnership with Temple College of Science and Technology

2022 PA SBDC Student Program of the Year "Legal Clinic" in partnership with Temple Beasley College of Law

2021 PA SBDC Creative Funding Award for Most Prolific Fundraiser.

2021 Fox Community Service Award (Temple University).

2021 Team Spirit award in recognition of a collaborative attitude and contributions to the PA SBDC Network.

2020 Fox Impact Community Engagement Pillar award (Temple University).

2017 Best New Program at the ProEd Conference for Management and Executive Development (CMED).

2016 Best Special Event/Initiative at Saint Joseph University for "What Women Want" Symposium.

2016 SBA Raskind Award Winner – Mission Lender of the Year, invited to the White House (FINANTA).

## SELECTED MEDIA APPEARANCES

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Generocity "RealLIST Impact: Meet 45 Philadelphia-area leaders whose work makes a difference!" 11.5.21.  
Philadelphia Inquirer "Self-Employed PPP winners have been mainly white-collar. New Biden rules aim to change that." 2.2.21.  
Philadelphia Inquirer "Start-ups are surging across the U.S. It may be a good to time to launch a home-based business." 2.16.21.  
WHYY Specials | Restaurants in Crisis: COVID-19 | PBS, 11.1.20.  
ABC Action News "Unemployment concerns rise in Atlantic City for casino workers", 9.3.20.  
WHYY Radio Times with Marty Moss-Coane, "The future of small businesses as the country reopens", 6.11.20.  
WHYY/NPR/PBS "New Pa. grant targets minority business owners hurt by coronavirus shutdown.", 3.16.20.

## EDUCATION

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POLITICAL SCIENCE   Temple University	PhD   est. 2025
ORGANIZATION DEVELOPMENT   Saint Joseph's University	MS   2014 – 2016
FINE ARTS (GLASS)   Ohio State University	MFA   1994 – 1996
FINE ARTS (GLASS)   Rhode Island School of Design	BFA   1990 – 1994

## PROFESSIONAL DEVELOPMENT

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Persuasive Communications: Narrative, Evidence, and Impact Kennedy School Executive Education/Harvard University	Cambridge, MA   2022
Behavioral Insights and Public Policy Kennedy School Executive Education/Harvard University	Cambridge, MA   2022
Cultural and Structural Racism: Theories & Frameworks Inter-University Consortium for Political and Social Research	Ann Arbor, MI   2021
Mixed Methods Research: Combining Qualt & Quant Inter-University Consortium for Political and Social Research	Ann Arbor, MI   2021
Interpretative Research Methods European Consortium for Political Research	Virtual   2021
Multilevel & Hierarchical Modeling Using R Inter-University Consortium for Political and Social Research	Ann Arbor, MI   2020
Global Innovation: Entrepreneurship and Education Graduate School of Education/University of Pennsylvania	Philadelphia, PA   2020
Scandinavia: Innovation and Sustainability Copenhagen, DK and Stockholm, SE/Center for Business Education and Research (CIBER)	Scandinavia   2019
Understanding Sustainability and Innovation in Chile Santiago, Chile	Chile   2019
ICF Coaching Leader Program (Nine Month Intensive) GroupWorks Global/Saint Joseph's University	Philadelphia, PA   2017
Advanced Finance Strategy Development for Centers ProEd Director's Institute	Boston, MA   2016

## SKILLS

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Qualitative & Quantitative Research	Cross-Cultural Competency	Ethics & Integrity
Behavioral Science/Economics	Imagination & Creativity	Financial Management
Strategic Planning & Implementation	Servant Leadership Mindset	LMS Management
Grants Management & Compliance	Change Agent	Curriculum Development

**PROJECT MANAGEMENT:** Develop project scope, build and oversee effective teams and efficient processes, create qualitative and quantitative market, financial, and organizational analyses, to deliver outcomes, present recommendations, and/or disseminate information to decision-makers and stakeholders on time and within budget.

**CHANGE MANAGEMENT:** Navigate complex intra- and inter-organizational challenges using systems-thinking and a high degree of emotional intelligence. Assist organizations clarify their unique value proposition to create new strategies and tactics to reach goals, identify new opportunities for collaborations and partnerships, guide communication strategies for stakeholder engagement, encourage knowledge-sharing, breakdown information silos, and drive operational efficiencies.

**SECTOR & INDUSTRY EXPERTISE:** Inclusive economic and community development, including small business and entrepreneurship technical assistance; training, education, and program creation for adult learners; public policy evaluation; use of Justice, Equity, Diversity & Inclusion (JEDI) framework to help identify embedded forms of oppression, including racism, transphobia, classism, sexism, and xenophobia.