

BARBARA “BASIA” HELEN SKUDRZYK, MBA

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EXECUTIVE PROFILE

Business & Workforce Development Executive

Accomplishments span 25+ years highlighting innovative and proven results leading professional teams, business processes, marketing, and international relationships across multiple industry sectors: supply chain, beauty, private label manufacturing, criminal justice reform, healthcare/medical, education, and hospitality. Multilingual, resilient, tenacious, positive, and family oriented. #1 fan to two daughters who love soccer, lacrosse, and spirited labradoodles. Travel, culture and cooking are favorite interests. St. Louis Business Journal's "40 under 40" award recipient. Graduate of FOCUS "CORO Women in Leadership" Program.

Expertise includes:

- Program/Project Management
- Business/ B2B Development
- Global Consulting
- Teaching/Training/Mentoring
- Branding/Marketing/Communications
- Workforce Development
- Keynote Speaker/Public Speaking
- Diversity, Equity and Inclusion

CAREER HIGHLIGHTS

Education Development Center (EDC) – Director, Waltham, MA 2023- current
EDC is one of the world's leading nonprofit research and development firms. EDC designs, implements, and evaluates programs to improve education, health, and economic opportunity worldwide. Collaborating with both public and private partners, we strive for a world where all people are empowered to live healthy, productive lives. STEM-OPS is a program support by the EDC that provides opportunities in education in the STEM field for just involved people. An alliance has been created with Princeton University, Vanderbilt University, Operation Restoration, P2P and the EDC.

World Wide Smart Beauty - Founder, St. Louis, MO 2018-current
Develops and implements strategic projects and development activities for organizations to support their mission and values centered around education and workforce development. Opens access to new verticals; trains work groups in EDI, communications, marketing and leadership; builds and coaches teams, professional organizations and reevaluates strategic goals with partners.

- **Workforce Equity Director** (October 2022 – current)
The P2P approach is about transformation. We go beyond a program and enact genuine social change within an organization's culture. Clients include: Imperial Biomedical Research Centre (BRC), London, UK, Howard University Washington D.C., Baltimore City Community College (BCCC) Baltimore, Maryland, NASA, Jobs for the Future (JFF)
 - Empower Missouri, Committee Member (August 2022 – current)
 - **EDC** Communications Committee (June 2021 - current)
 - Survey Revision/Review Committee (October 2021 - current)
 - Unlock Higher Education Committee (October 2021 – current)
 - Co-Chair, Steering Committee **STEM-Ops Affinity Group** (October 2021 - current)
 - Virtual Job Fair Co-Chair (September 2020 – current)
- **Interim Program Director (P2P)** (May 2021-October 2021) & Program Analyst (October 2021 – 2022)

Directed mentor education program between leadership, mentor & scholar to reach, touch, and change the lives of people with criminal convictions through advocacy, mentoring, education and policy change

- Survey Revision/Review Committee (September 2020 – October 2021)
- Unlock Higher Education Committee (September 2020 – October 2021)
- Panel Speaker, Johns Hopkins School of Public Health (April 6, 2021 & October 2021)
- Co-Chair, Steering Committee [STEM-Ops Affinity Group](#) (June 2021 – October 2021)
- [Prison to Professional \(P2P\) Placement Coordinator](#) (September 2020 – May 2021)

[St. Patrick Center](#), St. Louis, MO

2020-2022

Provided opportunities for self-sufficiency and dignity to people who are homeless, Veterans and at risk of becoming homeless. Individuals achieve permanent, positive changes in their lives through affordable housing, sound mental health, employment and financial stability.

Workforce Development Case Manager

2020-current

- Mentored clients by creating short and long-term employment goals, IEP, resumes, presenting at JRT workshops (Job Readiness Workshops) working closely with local and national recruiters to find best fit for marginalized clients
- Designed career and workforce development curriculum to improve and expand services in education and workforce development by working with community partners and employers.
- Produced monthly communications via website, bulletins, social media and internal handbooks to help executive team share analyzed outcomes with donors and community partners to support programs
- Created annual report promoting the mission and outcomes of St. Patrick Center and working with the philanthropy department to spearhead new events and fundraising opportunities
- Assisted 60 clients per month with obtaining and retaining employment; identifying and overcoming social, supportive, educational barriers to accessing employment
- Awarded \$50,000 grant from Lutheran Foundation to help people reentering society and their family find meaningful and gainful employment through job training and life skills workshops (March 2021 & March 2022)

[Seoul Mamas](#), St. Louis, MO

2020-2021

Private label and custom manufactured Korean beauty and skincare products. Developed relationships with top Korean manufacturers giving access to the latest products, K-Beauty trends and ingredients, amazing standard formulations, and world-class R&D teams to clients and entrepreneurs wanting to expand their cosmetics portfolio.

Director of Business Development

- Managed social media outlets, wrote publications and press releases to help company establish a brand presence within leading markets.
- Collaborated with clients globally creating beauty and wellness products through innovative and successful marketing and branding applications (private label & semi-private label).
- Developed comprehensive product snapshots; business plan, and focused on product description, key insights, technologies, and marketing initiatives to stay ahead of consumer and industry trends.

Electro Plastics, LLC, STEP Warm Floor™ Manufacturer, St. Louis, MO 2018-2019
A "green" and nanotechnology engineering company. Leading U.S. manufacturer of self-regulating flat heating elements

Operations Manager – Team Support

Crafted a branding and mission statement. Improved advertising, conference/ trade show exposure with quick content updates targeting social media, website, print and vendor communication outlets.

- Authored company press releases showcasing green and innovative nanotechnology applications.
- Created a proprietary company database for documentation and reporting of sales and service metrics
- Coordinated production, sales and customer service teams to achieve timely and efficiently production of goods using Lean and Six Sigma strategy

Washington University School of Medicine (WUSM), St. Louis, MO 2010-2018
Ranked among the top ten US Medical Schools, affiliated with 13-hospital Barnes-Jewish and Children's Healthcare System (BJC)

Business Director, Division of Medical Education (2014-2018)

- Managed a \$6 million annual operating budget; recruited 60 new trainees annually from a pool of over 2500 applicants.
- Supervised 40 faculty, 12 staff, 160 trainees with projects deployed into a 13-hospital system.
- Administered the start-up of a 6-member primary care medical practice with 3500 patients and a top 5 internal medical residency program managing rigorous standards and high.

Co-Director, Global Health Scholars (2010-2014)

- Awarded \$25,000 innovation grant into a self-sustaining medical NGP equipment refurbishing program.
- Led the program. Found more than \$500,000 in medical equipment donations to refurbish and send to under-resourced global sites – e.g., Guatemala ambulance project.
- Established a Washington University School of Engineering student global mentoring program.
- Drove WU project expansions internationally into India, Haiti, Ethiopia, Guatemala, and Poland.

The Chase Park Plaza- (Sonesta International Hotels Corporation), St. Louis, MO 2002-2010
A flagship 398-room hotel nationally registered as a historic hotel and one of 91 hotels serving 7 countries operated by Sonesta

Conference Service Director (2007-2010)

- Top sales director. Managed budget and grew annual sales revenue from \$1.8 million to \$2.5 million.
- On time, under budget management of Fortune 500 companies, public, private and celebrity events.

Catering Sales Manager (2003-2007)

- Top catering sales manager garnering over \$8 million in catering revenue. Promoted.
- Successfully executed on high-profile events; U.S. and international dignitaries, corporations, sports.

Special Events Marketing Coordinator (2002-2003)

- Led communication initiatives: direct marketing, collateral materials, creative briefs, website, and client presentations. Promoted.
- Involved in community relations opportunities that gave back over \$1 million to the community annually.

EDUCATION

University of Missouri St. Louis , St. Louis, MO	2022 - current
Doctor of Business Administration (DBA), Supply Chain Risk & Resilience	
Webster University , St. Louis, MO	2003-2006
Master of Business Administration (MBA)	
University of Missouri St. Louis , St. Louis, MO	2001-2003
Bachelor of Science (B.S.), Business Administration	
Truman State University , Kirksville, MO	1999-2001
Business Administration, course work toward Bachelor of Science (B.S.)	
Nerinx Hall High School , St. Louis, MO	1995-1999
High School studies	

AWARDS & HONORS

St. Patrick Center Employee Spotlight (January 2022)
P2P Most Versatile Award (2021)
[Johns Hopkins Bloomberg School of Public Health Partnership Award](#) for Excellence in Baltimore COVID-19 Public Health Practice (2021)
[St. Louis Green Business Challenge 2020](#) (St. Patrick Center)
BJH/WU Physician Leadership Series Training Course (2014)
[St. Louis Business Journal 40-under-40](#) (Class of 2012)
Professional Leadership Academy & Network ([PLAN](#)) (2012-2013)
FOCUS CORO Women in Leadership (2012)
Diamond Manager of the Year Award: The Chase Park Plaza (2008)
Soloist, performance for Pope John Paul II during Papal Visit to St. Louis January (1999)

LANGUAGES

English – fluent
Polish – fluent
Spanish – intermediate