

# MAURA SHENKER



215-704-5565



[MAURA@MAURASHENKER.COM](mailto:MAURA@MAURASHENKER.COM)



[LINKEDIN.COM/IN/MAURASHENKER](https://www.linkedin.com/in/maurashenker)

## PROFESSIONAL PROFILE

I'm a people-connector and a problem-solver, who leverages her skills for economic and community development. When I arrived at the Temple Small Business Development Center, there had been no leadership in place for 18 months, metrics and goals had not been met in more than 5 years, and key positions were empty. Within 18 months I had restructured the entire department, created and hired new positions - growing the team from three to 12 people, exceeded our annual center goals within seven months, and more than tripled our grant funding, leading to the creation of two new Centers of Excellence at Temple University.

## EXPERIENCE

### TEMPLE UNIVERSITY, 2018 – PRESENT

Director, Small Business Development Center, Fox School of Business

- Responsible for planning, implementation and administration of small business assistance services offered by the SBDC in Philadelphia, lower Montgomery, and lower Bucks counties.
- Winner of the *Fox Impact 2020 Community Engagement Pillar* award.
- Promotes existing relationships and establish new partnerships, leveraging the SBDC's service offerings to drive economic development and market growth.
- Work with policy makers at the municipal, state and federal levels to advise on the needs of small and micro-businesses, especially minority owned businesses.

### SAINT JOSEPH'S UNIVERSITY, 2016 – 2018

Director, The Centers for Professional Development and Food Marketing, Haub School of Business

- Coordinated and oversaw all non-degree educational programs.
- Created a new revenue stream for the University by developing SJU's first open enrollment programs.
- Awarded *Best New Program 2017* at the ProEd Conference for Management and Executive Development.
- Administered budgets and produced an annual profit, averaging 20% annual growth.
- Designed and delivered proposals, estimated program costs and invoiced all ad hoc programs/projects, including symposia such as "What Women Want", awarded the 2016 Best Special Event/Initiative by SJU.

### FINANTA, 2015 – 2016

Vice President of Development

- Stewarded existing funder relationships while seeking opportunities for new funding streams.
- Managed, wrote and edited all grant activities including:
  - Federal, State, City & Private Foundation applications
  - Tracking, reporting and contractual requirements – including more than \$1B in CDFI funding
  - Increased SBA Technical Assistance funding by 81%
- Established new enterprise-wide metrics data collection.
- 2016 SBA Raskind Award Winner – Mission Lender of the Year, invited to the White House.

### ST CHRISTOPHER'S FOUNDATION FOR CHILDREN, 2014 - 2015

Strategic Communications Manager

- Grants Manager for 30+ Donor-Designated Restricted Funds.
- Oversaw all internal and external communications:
  - Designed an Annual Fund campaign resulting in a 22% revenue increase
  - Created a social media marketing strategy and original content for all social media platforms
  - Established best practices for donor relations

- Upgraded operational issues including:
  - Researched, chose and managed the CRM transition, streamlining data at a 60% annual savings
  - Initiated the changeover to a cloud-based server
  - Designed an updated, mobile-responsive website
- Worked directly with the President and Board of Directors in all areas, including finances, programming, and strategic planning.

#### PHILLY PUB N GRUB (V&J, LLC), 2011 - 2013

##### Owner and Managing Partner

- Oversaw all daily operations
- Increased sales by more than 25% in a single year
- 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
- Pub n Grub was voted “One of Philadelphia’s Top 25 Sports Bars” in 2012

#### HOT SOUP GLASS STUDIO, 1999 - 2007

##### Owner, Manager, Gallery Manager

- Promoted from Gallery Manager to Manager in 8 months
- Became the Owner, buying the studio in 2004
- Curated monthly exhibitions, wrote all marketing materials
- Planned yearly calendar for classes and exhibitions
- Doubled the studio size and added three more work areas
- Expanded customer base through increased marketing
- Increased private commission and design work, tripling income in less than two years
- Gained national acclaim by creating a line of home décor items
- Successfully ran an intern program for high school students

## EDUCATION

Ph.D. in Political Science, *Temple University College of Liberal Arts, Philadelphia, PA*, 2024 (est)

MS Organizational Dynamics and Leadership, *Saint Joseph’s University, Philadelphia, PA*, 2016

MFA with a concentration in Glass, *The Ohio State University, Columbus, OH*, 1996

BFA with a concentration in Glass, *Rhode Island School of Design, Providence, RI*, 1994

## CERTIFICATES & PROFESSIONAL DEVELOPMENT

“*Scandinavia: Innovation and Sustainability*” in Copenhagen, DK and Stockholm, SE, CIBER, June 2019

“*Hogan Personality Inventory Assessment*” Certification, June 2019

“*Understanding the International Business Environment through Innovation and Sustainability in Chile*” in Santiago, CL, CIBER, January 2019

“*Coaching Leader Program*” through GroupWorks Global and Saint Joseph’s University  
International Coach Federation (ACTP) Professional Coaching Credential, 2017-2018

“*Advance Finance Strategy Development for Centers*” ProED Director’s Institute, March 2017