

# BARBARA "BASIA" HELEN SKUDRZYK, MBA

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## EXECUTIVE PROFILE

### Business & Workforce Development Executive

Accomplishments span 20 years highlighting innovative and proven results leading professional teams, business processes, writing, marketing and international relationships across multiple industry sectors: technology, 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. 2012 recipient of the St. Louis Business Journal's "40 under 40" Award. Graduate of FOCUS "CORO Women in Leadership" Program.

#### Expertise includes:

- Program/Project Management
- Business/ B2B Development
- Global Consulting
- Teaching/Training/Mentoring
- Branding/Marketing/Communications
- Global/National/Local Event Coordination
- Keynote Speaker/Public Speaking
- Lean Six Sigma

## CAREER HIGHLIGHTS

### St. Patrick Center, St. Louis, MO

2020-current

Provides 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, St. Louis, MO

2020-current

- Mentors 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
- Designs career and workforce development curriculum to continue to improve and expands services
- Assists 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)

### Seoul Mamas, St. Louis, MO

2020-current

Our world-class clients trust us to create private label and custom manufactured Korean beauty and skincare products. Direct relationships with top Korean manufacturers gives us access to the latest products, K-Beauty trends and ingredients, amazing standard formulations, and world-class R&D teams.

### Director of Business Development, St. Louis, MO

2020-current

- Identifies rising business opportunities building long-term relationships with prospects and existing clients.
- Collaborates with clients globally creating beauty and wellness products through innovative and successful marketing and branding applications (private label & semi-private label).
- Develops comprehensive product snapshots; focuses on product description, key insights, technologies, and marketing initiatives to stay ahead of consumer and industry trends.

**Consultant, St. Louis, MO**

2018-current

Develops and implements sales and marketing growth plans. Opens access to new verticals; launches new products and services; builds and manage sales teams, professional organizations and establishes strategic goals with partners.

- **[Prison to Professional \(P2P\) Placement Coordinator](#)** (September 2020 – present) & **[Interim Program Director \(June 2021 – present\)](#)** – manages mentor education program between leadership, mentor & scholar to reach, touch, and change the lives of people with criminal convictions through advocacy, mentoring, and policy change
  - Survey Revision/Review Committee (September 2020 – current)
  - Unlock Higher Education Committee (September 2020 – current)
  - Panel Speaker, Johns Hopkins School of Public Health (April 6, 2021)
  - Co-Chair, Steering Committee **[STEM-Ops Affinity Group](#)** (June 2021 – current)
- **Pro-Thoughts Client Services Firm** (July 2018 – September 2020) Career counselor and professional development coach; focused on employment milestones, trauma management; GED coursework
- **Higher Education National Coalition** (June 2020 – present) Capitol Hill Strategy and Sub-Committee member

**[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.

## EDUCATION

<b><u>Webster University, St. Louis, MO</u></b> Master of Business Administration (MBA)	2003-2006
<b><u>University of Missouri St. Louis, St. Louis, MO</u></b> Bachelor of Science (B.S.), Business Administration	2001-2003
<b><u>Truman State University, Kirksville, MO</u></b> Business Administration, course work toward Bachelor of Science (B.S.)	1999-2001
<b><u>Nerinx Hall High School, St. Louis, MO</u></b> High School studies	1995-1999

## RECOGNITIONS AND COMMUNITY LEADERSHIP

**Leadership Awards:** Diamond Manager of the Year Award: The Chase Park Plaza (2008), [St. Louis Business Journal 40-under-40](#) (Class of 2012), FOCUS CORO Women in Leadership (2012), Professional Leadership Academy & Network ([PLAN](#)) (2012-2013), BJH/WU Physician Leadership Series Training Course (2014), [St. Louis Green Business Challenge 2020](#) (St. Patrick Center), [Johns Hopkins Bloomberg School of Public Health Partnership Award](#) for Excellence in Baltimore COVID-19 Public Health Practice (2021)

**Co-Chair/Member:** Alliance for Academic Internal Medicine Planning Committee ([AAIM](#)) (2010-2018)  
National Association of Workforce Development Professionals ([NAWDP](#)) (2020 – present)  
Co-Chair, Steering Committee [STEM-Ops Affinity Group](#) (June 2021 – current)

**Music Recognition:** Soloist, performance for Pope John Paul II during Papal Visit to St. Louis January (1999)

**Ambassador:** [The St. Louis Mosaic Project](#), sponsored by Economic Development Partnership & World Trade Center (2010-current)

**Member:** [UHE Events Subcommittee](#) (2020 - present), Prison Ministry Movement (2018 – present), Hill Strategy Subcommittee for Unlock Higher Ed (2020 – present), P2P (2020-present), [Mentors in Medicine](#) (2010-2018)

**Volunteer:** [LaunchCode](#), [YWCA](#), [The Little Bit Foundation](#), [St. Patrick Center](#), [Baltimore Promise](#)

**Language Skills:** Fluent in English & Polish. Beginner Spanish

**Certifications:** Mental Toughness (June 2021), Mental Health First Aid Training (MHFA.org) (April 2021), Community Violence & Trauma, Many Faces of Community Violence (NCTSN); Serving Returning Citizens during Pandemic (Corporation for a Skilled Workplace), Workforce Development Instructor (June 2020), GED Instructor (June 2019 – current)

**Publications:** [Thrive Global](#) [Medium](#)