

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

## PEER REVIEWED PUBLICATIONS

Katarzyna Krzanowska, Marcin Krzanowski, Mariusz Gajda, Paulina Dumnicka, **Barbara Skudrzyk**, Krzysztof Batko, Jan Litwin, Władysław Sułowicz. Nephrology Dialysis Transplantation, Volume 33, Issue suppl\_1, <https://doi.org/10.1093/ndt/gfy104.SP539>. "[Gastric Inhibitory Polypeptide \(GIP\) as a Novel Indicator of Early Morphological Changes in Radial Arteries of CKD Stage 5 Patients.](#)" (May 2018).

## CONFERENCE PRESENTATIONS

Sharfstein, MD Joshua & Gabriel Eber, JD, MPH, Chris Beyrer, MD, PhD, Stanley Andrisse, PhD, MBA, Basia Skudrzyk, MBA, Jacob Maynard (July 22, 2021). "Mass Incarceration." [Johns Hopkins Bloomberg School of Public Health](#), Baltimore, Maryland.

Garnes, Charlotte & Basia Skudrzyk (April 16, 2021). "Getting System-Impacted Individuals Back into the Workforce." [International Association of Workforce Professionals](#). [Virtual Workforce 360 Conference](#).

Skudrzyk, Basia (April 6, 2021). "Together, We Can End Recidivism." Johns Hopkins Bloomberg School of Public Health, Baltimore, Maryland.

- Skudrzyk, Basia (March 13, 2021). "Virtual Job Fair: Scholar Education Model." P2P, Baltimore, Maryland.
- Skudrzyk, Basia (February 24, 2021). "Workforce Development: ReEntering Society." St. Patrick Center, St. Louis, Missouri
- Skudrzyk, Basia (May 2018). "Global Health Education." [MIRCIM Conference](#). Krakow, Poland
- Skudrzyk, Basia (2018). "Achieving Milestones in Internal Medicine Residency Training Program." Academic Internal Medicine Week, San Antonio, Texas.
- Skudrzyk, Basia (2017). "The Importance of Mentorship." Global Health Conference at Jagiellonian University. Krakow, Poland.
- Skudrzyk, Basia (2017). "Patient Safety & Quality." [MIRCIM Conference](#). Krakow, Poland
- Skudrzyk, Basia (2017). "MesoAmerican Nephropathy." Global Health Conference at Jagiellonian University. Krakow, Poland.
- Skudrzyk, Basia (2017). "Cultural Competency." Academic Internal Medicine Week, Baltimore, MD.
- Najarro, Basia (2016). "[Mentors in Medicine](#)." Global Medical Education Conference at Jagiellonian University. Krakow, Poland.
- Najarro, Basia (2016). "Mentors in Medicine." APDIM Spring Conference, Las Vegas, NV.
- Najarro, Basia (2016). "MesoAmerican Nephropathy." [IGSS Conference](#), Guatemala City, Guatemala.
- Najarro, Basia (2015). "Medical Education System in the United States." Global Medical Education Conference at Jagiellonian University. Krakow, Poland.
- Najarro, Basia (2015). "Evaluating an EMR for Your Training Program." APDIM Spring Conference, Atlanta, GA.
- Najarro, Basia (2015). "Chronic Kidney Disease: Global Health." [IGSS](#), Guatemala City, Guatemala.
- Najarro, Basia (2014). "High Value Skills for New Teachers." APDIM Spring Conference, Nashville, TN.
- Najarro, Basia (2014). "Building High Value Care in Underserved Communities" [Hospital Roosevelt](#), Guatemala City, Guatemala.
- Najarro, Basia (2013). "Managing from the Middle." APDIM Spring Conference, Tampa, FL.
- Najarro, Basia (2013). "Building Sustainable Medical Education Models." [IGSS Medical Education Conference](#), Guatemala City, Guatemala.
- Najarro, Basia (2012). "Milestones on the Road to Safety." APDIM Spring Conference, Atlanta, GA.

Najarro, Basia (2012). "Building Partners in Global Health Education." [INCAN Medical Education](#) Conference, Guatemala City, Guatemala.

Najarro, Basia (2011). "Look on the Bright Side: Case Studies in Successful Remediation of Problem Learners." APDIM Spring Conference, San Antonio, TX.

Najarro, Basia (2010). "Achieving Milestones in Internal Medicine Residency Training Program." Medical Education Conference.

### ONLINE ARTICLES & OTHER MEDIA

Skudrzyk, Basia. "[Workforce Development Matters](#)" ThriveGlobal.com (August 12, 2021).

Skudrzyk, Basia. "[Do Our Stories Change Systems?](#)" ThriveGlobal.com (August 4, 2021).

Skudrzyk, Basia. "[Beauty with a Seoul.](#)" ThriveGlobal.com (July 12, 2021).

Skudrzyk, Basia. "[The Perfection Syndrome.](#)" ThriveGlobal.com (June 16, 2021).

Skudrzyk, Basia. "[Practicing Self-Care.](#)" ThriveGlobal.com (May 12, 2021).

Skudrzyk, Basia. "[Burnout.](#)" ThriveGlobal.com (May 5, 2021).

Skudrzyk, Basia. "[Reading and Drink Coffee.](#)" ThriveGlobal.com (April 7, 2021).

Skudrzyk, Basia. "[Can't Blame it All on Your Roots.](#)" ThriveGlobal.com (November 24, 2020).

Skudrzyk, Basia. "[The Power of the Voice.](#)" ThriveGlobal.com (November 10, 2020).

Skudrzyk, Basia. "[It's Time to Plug In to Be an Effective Leader.](#)" ThriveGlobal.com (October 27, 2020).

Skudrzyk, Basia. "[Jane Austen – An Artist.](#)" ThriveGlobal.com (October 27, 2020).

Skudrzyk, Basia. "[Shine On.](#)" basianajarroskudrzyk.com (October 7, 2020).

Skudrzyk, Basia. "[Collaboration.](#)" ThriveGlobal.com (September 17, 2020).

Skudrzyk, Basia. "[Keep Your Business and Employees Moving Forward with a Successful Workforce Developmental Strategy.](#)" ThriveGlobal.com (September 15, 2020).

Skudrzyk, Basia. "[Building Resilience.](#)" ThriveGlobal.com (September 8, 2020).

Skudrzyk, Basia. "[Understanding Trauma.](#)" ThriveGlobal.com (August 25, 2020).

Skudrzyk, Basia. "[Delivering Critical Support Through Core Competencies.](#)" LinkedIn.com (August 18, 2002).

Skudrzyk, Basia. "[Trauma – What Happened to You?](#)" ThriveGlobal.com (August 7, 2020).

Skudrzyk, Basia. "[Be You.](#)" ThriveGlobal.com (August 4, 2020).

Skudrzyk, Basia. "[Communication.](#)" ThriveGlobal.com (July 24, 2020).

Skudrzyk, Basia. "[Finding Your Northstar.](#)" ThriveGlobal.com (July 24, 2020).

Skudrzyk, Basia. "[Sleep On It.](#)" ThriveGlobal.com (July 24, 2020).

Joiner, Robert. "[Global program helps doctors break down barriers and learn from other cultures.](#)" St. Louis Public Radio, (September 25, 2012).

### AWARDS & HONORS

[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)

### CERTIFICATIONS

Workin' It Out (Dr. Steve Parese, August 2021)

Makin' It Work (Dr. Steve Parese, August 2021)

Effective Use of Boundaries in Clinical Settings: An Ethical Approach (St. Louis University, August 2021)

Mental Health Training – Certified by MHFA.org (April 2021)

STLCC - State of the St. Louis Workforce 2020 (St. Louis Community College) (2020)

Addressing Loneliness and Social Isolation Through a Circle of Friends (St. Louis University/Catholic Charities) (2020)

Community Violence & Trauma, Many Faces of Community Violence (NCTSN) (2020)

What About the Parents? Trauma, Parents, Kids & Parenting (NCTSN) (2020)

What Keeps Us Connected? How to Focus on What Matters When Things Get Tense? (NCTSN) (2020)

Enhancing Behavioral Health & CJ Through Cross-Training (JMHCP) (2020)

Uncomfortable Conversations - Diversity & Inclusion (St. Patrick Center) (2020)

Race & Equity in Prison Higher Ed Programs (UHE) (2020)

Serving Returning Citizens during Pandemic (Corporation for a Skilled Workplace) (2020)

Workforce Development Instructor (2020)

GED Instructor (2019)

## PROFESSIONAL MEMBERSHIPS

Co-Chair, Steering Committee [STEM-Ops Affinity Group](#) (June 2021 – current)  
National Association of Workforce Development Professionals (NAWDP) (2020 – present)  
NAFSA (2010 – present)  
Unlock Higher Education Coalition [UHE Events Subcommittee](#) (2020 - present)  
St. Louis Polish Cultural Society (1996 – present)  
Alliance for Academic Internal Medicine (AAIM) (2010 – 2018), Co-Chair & Planning Member  
[The St. Louis Mosaic Project](#), (2010-2018), Ambassador  
St. Louis Polonia (2014-2018), Vice President  
[Mentors in Medicine](#), Washington University School of Medicine (2010 – 2018)

## LANGUAGES

English – fluent  
Polish – fluent  
Spanish – intermediate

## COMMUNITY SERVICE

[LaunchCode – Workforce Development Tutor](#)  
[Food Outreach - Volunteer](#)  
[YWCA – Advocacy Coordinator](#)  
[The Little Bit Foundation – Volunteer](#)  
[St. Patrick Center – ReEntry Specialist](#)  
[Baltimore Promise - Volunteer](#)