

BARBARA “BASIA” HELEN SKUDRZYK, MBA

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EXECUTIVE PROFILE

Business & Workforce Development Executive

Accomplishments span 20 years and highlight innovative and proven results unlocking the potential of those who advance in the world. Experienced at leading professional teams, business processes, 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 Growth 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

- Employment recruiter and career development mentor/trainer
- Mentors clients by creating short and long-term employment goals, IEP, resumes, presenting at JRT workshops (Job Readiness Workshops) and works closely with local and national recruiters to find best fit for client
- 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.

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) – 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.
- **Pro-Thoughts Client Services Firm & Exodus Project** (July 2018 – present) Career counselor and professional development coach

- **Seoul Mamas** (June 2020 - present) Manages social media operation, sees new ways existing opportunities can be developed, creative thinking, reviews product plans; business development & communications
- **Re-Entry Services Firm** (September 2018 -present) Develops marketing and branding programs; curriculum focused on milestones and trauma management; GED coursework and graduation
- **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.
- Coordinated 40 faculty, 12 staff, 160 trainees with projects deployed into a 13-hospital system.
- Supervised the start-up of a 6-member primary care medical practice and a medical residency program.

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

- Leveraged a \$25,000 innovation grant into a self-sustaining medical NGP equipment refurbishing program.
- Ran 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 WUSE student mentoring program.
- Drove WUSE 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 company, 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

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

Co-Chair/Member: Alliance for Academic Internal Medicine Planning Committee ([AAIM](#)) (2010-2018)
National Association of Workforce Development Professionals ([NAWDP](#)) (2020 – present)

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 (2010-2018)

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: [Food Outreach](#), [YWCA](#), [The Little Bit Foundation](#), [St. Patrick Center](#)

Language Skills: Fluent in English & Polish. Beginner Spanish

Certifications: Community Violence & Trauma, Many Faces of Community Violence (NCTSN); Serving Returning Citizens during Pandemic (Corporation for a Skilled Workplace), Workforce Development Instructor, GED Instructor

Publications: [medium.com](#) & [ThriveGlobal](#)