

# 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, private label manufacturing, workforce development, healthcare/medical, education, and hospitality. Multilingual, resilient, tenacious, positive, and family-oriented. St. Louis Business Journal's "40 under 40" award recipient. Graduate of FOCUS "CORO Women in Leadership" Program and DBA scholar at the University of Missouri – St. Louis.

#### Expertise includes:

- Program/Project Management
- Strategic Communications
- Global Consulting
- Teaching/Training/Mentoring
- Branding/Marketing/Communications
- Workforce Development
- Keynote Speaker/Public Speaking
- Planning and Implementing Outreach

## CAREER HIGHLIGHTS

### University of Maryland/NASA – Senior Faculty Specialist, Baltimore, MA 2023 - Current

NASA's premier domestic food and agriculture program is composed of over 30 partners and 9 universities and was commissioned by NASA. NASA Acres connects top researchers, humanitarian aid organizations, economists, policymakers, and other leaders to improve food security outcomes through earth observation data. Primary responsibilities include strategic program management, workforce development, and working with multiple stakeholders to develop and implement detailed work plans supporting NASA Acres' overall strategic programs and goals. Implemented Diversity, Equity, Justice, and Inclusion training and mentorship program to help open opportunities for non-traditional candidates to consider pathways in STEM education and careers.

### Education Development Center (EDC) – STEM-OPS PI & Executive Director, Waltham, MA 2023 - Current

EDC is one of the world's leading nonprofit research and development firms. EDC designs, implements, and evaluates programs worldwide to improve education, health, and economic opportunities. Collaborating with public and private partners, we strive for a world where everyone is empowered to live healthy, productive lives. STEM-OPS is a program supported by the EDC that provides opportunities in education in the STEM field for justice-involved people. An alliance has been created with Princeton University, Vanderbilt University, Operation Restoration, P2P, and the EDC.

### Prison Cells to PhD (P2P) – Workforce Equity & Bridges to Baccalaureate Program Director 2020 - Current

The P2P approach is about transformation. The program focuses on genuine social change by creating STEM opportunities in education and the workplace by improving workplace cultures. Creates and implements training for clients, including Imperial Biomedical Research Centre (BRC), London, UK, Howard University, SUNY University, Princeton University, Harvard University, Baltimore City Community College (BCCC), Washington State University, STL100, NASA, and Jobs for the Future (JFF).

- Interim Program Director (P2P) (May 2021-October 2021)
- Program Analyst (October 2021 – 2022)
- Placement Coordinator (September 2020 – May 2021)

**St. Patrick Center, Workforce Development Case Manager** St. Louis, MO

2020 - 2022

Provided opportunities for self-sufficiency and dignity through workforce development and mentorship to people who were unhoused and Veterans suffering from PTSD. Individuals achieved permanent and positive changes in their lives through a support network, affordable housing, sound mental health, employment, and financial stability.

**Workforce Development Case Manager**

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

**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 DEI, communications, marketing, and leadership. Leads professional networking workshops, building communities, leaders, and organizations by bringing multi-disciplines together to innovate and create solutions for the present and future.

**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**

Managed the company's public perception by developing marketing and communication strategies to teach the industry about nanotechnology. Improved advertising and 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 efficient 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, and 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 a \$25,000 innovation grant into a self-sustaining medical NGP equipment refurbishing program.
- Led the program. Coordinated more than \$500,000 in medical equipment donations to refurbish and send to under-resourced global sites – e.g., the 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 high-profile events, U.S. and international dignitaries, corporations, and sports.

**Special Events Marketing Coordinator (2002-2003)**

- Led communication initiatives: direct marketing, collateral materials, creative briefs, website, and client presentations. Promoted.

## EDUCATION

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

### **CERTIFICATIONS**

Diversity, Equity & Inclusion – Cornell University (February 2022)

Roots of Success (November 2021)

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/ LEADERSHIP**

Reviewer, [International Purchasing & Supply Education & Research Association 2024](#) (December 2023 – current)

Board Member, Petey Greene (November 2023 – current)

Member, Empower Missouri (August 2022 – current)

Member, Steering Committee TIC (Trauma Informed Care), [St. Patrick Center](#) (October 2021 – current)

Co-Chair, Steering Committee [STEM-Ops Affinity Group](#) (June 2021 – current)

Member, Communications & Podcast Committee [STEM-Ops Affinity Group](#) (June 2021 – current)

National Association of Workforce Development Professionals (NAWDP) (2020 – current)

NAFSA (2010 – current)

Unlock Higher Education Coalition [UHE Events Subcommittee](#) (2020 - current)

St. Louis Polish Cultural Society (1996 – current)

Alliance for Academic Internal Medicine (AAIM) (2010 – 2018), Co-Chair & Planning Member

[The St. Louis Mosaic Project](#), (2010-present), Ambassador

St. Louis Polonia (2014-2018), Vice President

Global Health Scholars Program, Washington University School of Medicine (2010 – 2018), Co-Director

[Mentors in Medicine](#), Washington University School of Medicine (2010 – 2018), Business Director

### **LANGUAGES**

English – fluent

Polish – fluent

Spanish – intermediate

## **COMMUNITY SERVICE**

St. Peter and Paul Soup Kitchen  
LaunchCode – Tutor and Workforce Development Career Coach  
Food Outreach, Volunteer  
YWCA, Volunteer Advocacy Coordinator  
The Little Bit Foundation, Volunteer  
St. Patrick Center, Guest Speaker Volunteer