

SUSIE FREEDMAN

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Dedicated professional with twenty-five years experience in higher education across workforce, apprenticeship, program development, landscape analysis, and strategic partner relationships. Seeking to conform workforce development, continuing education, enhanced credit, non-credit and certificate options, and game-changing support for learners and jobseekers to meet employer needs in ways that encourage user engagement, retention and placement.

SUMMARY OF SERVICES

- **Regional Ecosystem Analysis:** Identify key regional stakeholders across workforce boards, economic development organizations, Chambers of Commerce, employer sector associations, and employers for education-to-employment ecosystem development.
- **Employer and New Talent Mindset:** Outreach to challenge and change employer hesitancy regarding apprenticeship trained, degree and non-degree talent with similar KSAs to fill open jobs on an equal basis.
- **Business and New Market Development:** Provide market outreach and revenue-generating program development for educational institutions and related nonprofits. Current focus on multiple training modalities including pre-apprenticeship, apprenticeship, work-based learning programs, and other work-ready support for women, veterans and underserved populations with the National Laboratory for Education Transformation, www.NLET.org.
- **Recent Work Includes:** Project management, content and information design strategy for [WISE Career Pathways](#), as part of a U.S. Department of Labor Scaling Apprenticeship grant awarded to [Lorain County Community College](#) to develop and launch a career awareness portal for women in fields where they are critically under-represented.
- **Website Development:** Provide website concept, content and training development for private foundations, grant-funded programs, consulting firms, colleges and universities.

PROFESSIONAL HISTORY

Knowledge Base, LLC | Associate
Cincinnati, OH

2007 - Present

Conceptualize, develop and manage programs, new businesses, and related websites to meet clients' education, workforce, change management and revenue goals. Develop and manage ongoing strategic partner and client relationships in education, the educational technology industry, workforce development agencies, media companies, and nonprofits.

Director Workforce Transformation

2013 – Present

National Laboratory for Education Transformation

Workforce Development focus on career success programs for graduates and non-degree holders via GED and other credential options; integrating career readiness skills across the Pre-K-Career spectrum; and on challenging and changing employer hesitancy regarding degree and non-degree talent with similar KSAs to fill open jobs on an equal basis. Provide outreach to community colleges and training programs for corequisite and work-ready math. Industry areas include IT/Chips, Advanced Manufacturing, Healthcare, Supply Chain and Logistics, and Construction.

Director Business Development and Client Engagement

2016- 2018

Coffey Consulting, LLC

Provided rebranding and new business development strategies working with CEO. Directed development and launch of new company website managing off-site design team, staff editors and content experts. Provided strategic market analysis of similar organizations.

New Business Development / Change Management Consultant

2012 - 2013

The Online Learning Consortium

Developed new market strategies for change management and greater audience awareness. Conducted research and provided client with a competitive market analysis of similar companies in this space to aid organization's transition to a self-sustaining business footing.

Additional Work Experience

- Pragma Systems: Client engagement and community college program development for student success products Explore, Dashboard, and PS' Holistic Advising app.
- Echo360 Lecture Capture Solution: Outreach to higher education, nonprofit clients and client institutions.
- The Open University of the United Kingdom: Business, market and strategic relationship development for the Open University's first online portal, The U.S. Open University.
- Michigan State University's MSUglobal: Co-creator and director of The Horticultural Gardening Institute (HGI), first online portal for Master Gardeners and gardening enthusiasts in the US and Canada.

Education

Michigan State University, The Honors College, BA, Cum Laude, Humanities

Hebrew Union College, Los Angeles, master's program studies in community relations