

# Stefany Jones

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## SUMMARY

Experienced global executive with an Educational Management, Marketing, Training and Development background as well as an extensive experience with large group oversight, supportive services and independent self-sufficiency curricula design, training and development and leadership in more than 15 states (MA, NY, NJ, PA, OH, TX, AZ, CA, MD, DC, NC, TN, GA, AL, FL) across the country. Served as appointed Assistant to the National President for the Private Labor Union for the largest commercial air carrier in the world, American Airlines - with the oversight of more than 28,000+ flight attendants. Formerly managed a Consulting practice in Educational and Training Development, Technology, Media, Brand Management, Marketing, Publishing, and Real Estate Development. World traveled with both a familiarity and an understanding of various cultures and practices of communities from: Mexico, London, Liberia (West Africa), Spain, Jamaica, and the USVI.

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## EXPERIENCE

### Assistant to the National President | American Airlines (2013-2020)

#### Association of Professional Flight Attendants Labor Union

2018-2020, Dallas - Ft. Worth, TX

Directly and independently sourced, negotiated, and secured a multi-million, multi-year, profession specific group of an employee enhanced benefits health care insurance product for the entire work-group worth between \$27MM and \$125MM annually in scope with AFLAC. Liaison for the International Pilot's union representing 61,000 pilots across 34 US Carriers on AFLAC Propositioned Enhanced Benefits Products.

- Assistant to the National President: Function as Support Press Secretary, Senior Public Relations Strategist, Chief of Staff, Division Liaison, Strategic Marketing Specialist and Senior Project Manager of APFA (The Governing Labor Union for American Airlines Flight Attendants).
- Liaison between senior administration and membership of 28,000+ professional flight attendants housed at 16 bases across the United States.
- Supportive Collaboration, Project Management, and Interaction with the following divisions: Communications Department, Government Relations & Legislative Affairs Labor Support, Outreach and External Affairs, Member Mobilization & Activism, Contracts & Scheduling Department, Injury on Duty Department, Contract Negotiation Department Membership, Treasury & Finance Department, Legal & Professional Standards Department, Health & Benefits Department, Retirement Planning Department
- Design, Develop, & Implement Programs and Campaigns across 14 States.
- Design, Develop, & Implement Strategic Planning and Sustainability Initiatives for the organization.
- Create Marketing, Advertisement, and Promotional Campaigns for the different divisions.
- Develop Advanced Media & Content
- Design Campaign Strategies, Train and Maintain Member Relations and Activists, and mobilize cohorts within the bases for active engagement, participation, and volunteer efforts.
- Alternative Dispute and Resolution Certified
- Professional Standards Certified

### Executive Director

#### Bridge Da Gap Movement, LLC (Educational Non-Profit)

2017-2020, Greater Atlanta Area, GA

Provided Transformational Leadership, Strategic Business Development, and Global Growth for an educationally based non-profit organization providing socio-educational curricula and academic programming using mentoring and music delivery to children in urban and at-risk environments across the United States and the Islands.

- Designed platforms and develop creative campaigns to generate long-term revenue for program sustainability and infrastructure.
- Produced and Designed Board Membership Materials and Strategic Goals as liaison to high-net-worth individuals in the top 1% earnings through Board of Directors, Advisory Board, and Joint Venture Partnership Relationships, (Including, but not limited to; Carrie Schwab, Armstrong Williams, Egbert Perry, Dr. Ben Carson, Megan Good, Brooklyn Tankard, et. al.) to provide uniquely designed programs.
- Facilitated student enrollment, school district enrollment, and superintendents of schools networks. Oversight of development campaigns, grant funding, and corporate sponsorships.
- Oversight of all Training and Development of staff and volunteers.

### Partner | Consultant

#### SJ Media Management & Development

2010-2014, New York, NY

Consultant to Various Developers for the development of:

- Raw land into a mixed use affordable housing community for veterans, families, and seniors. (PA)
  - Residential communities into a mixed use affordable housing community for families (GA)
  - Boutique beach front hotel in the Caribbean
  - Raw land into media/film studio campus. (GA)
- Product Distribution & Brand Development Strategy

- Media Group (Los Angeles)
- Financial Group (North Carolina)
- Food, Wine & Beverage Co. (NY, Singapore, Italy)
- Former & Current Professional Athletes (NFL, WBA)
- Professional Entertainers in Music, Film & Media

Responsible for the consulting, design, development, implementation, oversight and management of various Brands, Products, Real Estate Development, Marketing, Intellectual Property, Programs, and Projects for various small to mid-size businesses, companies, non-profit organizations, faith-based institutions. and third-party vendors.

- Design and development of Supportive Services Community Programs.
- Design and development of Training and Development Programs across markets.

### **Executive Director, Supportive Services Pennrose Management & Development Company**

**2008-2010, Philadelphia, PA**

- Responsible for the oversight and management of tax credit mandated supportive services throughout the 11,000+ units in 8 states at low-income/affordable housing family and senior sites across the country.
- Coordinated the oversight of HOPE VI and LIHTC compliance for a \$100 Billion Dollar Asset portfolio of over 120 multi family housing sites across the country.
- Liaison for all private and public sector leadership and agency directors for negotiations and provisions of services.
- Managed the contracts for, services provided, and reporting for 53 third-party private, non-profit, and housing authority agencies providing services at company sites.
- Provided training, education, and implementation of programs to Housing Authority Providers in various counties/states.
- Designed and established the overall brand of supportive services programs for PMC and its external providers.
- Designed, coordinated, and facilitated training programs, educational workshops, and self-sufficiency programs for at-risk populations.
- Responsible for developing, monitoring, and overseeing supportive service programs that address the needs of the fulfillment of PMC and PDC mission for community.
- Responsible for the oversight of the development and implementation of supportive service plans and delivery of services at all properties in the company's portfolio (140 sites to date) and their ongoing review and assessment.
- Identified, developed and maintained networks of existing community-based supportive and social services agencies for all properties and coordinate presence and participation throughout the sites.
- Directed the preparation of supportive service plans for sites under development as part of the funding application process, to include the securing the assistance of existing community based supportive and social service agencies in the delivery of services.
- Prepared the submission of all supportive service plans for credits during funding. Worked to ensure implementation of programs and services consistent with those provided at funding application.
- Interfaced with and support of CHA's Deputy Director for planning and program development and ongoing dialogue in the review, development and implementation of supportive service plans.
- Sought out and directed the preparation of grant funding opportunities and applications from local, state, federal and private agencies, organizations and foundations to fund service programs.
- Responsible for monitoring and maintaining compliance of supportive service programs with various funding requirements (LIHTCP, HOPE VI, PENN HOMES, PHFA, NJHMFA, etc.) Responsible for annual reporting to Housing Finance Agencies.
- Responsible for management and oversight of Housing Authority participation and coordination of supportive services to sites as determined in site plan at the time of funding.
- Participated on teams and collaborate on joint initiatives with PHFA and committees.
- Restructured and facilitated division consistency among regions.
- Hired, supervised, trained 20 full-time staff company employees, 6 part time employees, managed 23 third-party service providers and numerous consultants to 140 sites in the following states: NJ, NY, MD, DC, TN, OH, AL, and PA.

### **Director of Marketing & Enrollment Services | LIFE Program The University of Pennsylvania**

**2006-2007, Philadelphia, PA**

Responsible for the Direction, Management, and Oversight of Marketing and Enrollment Services.

- Directed and ensured the quality of LIFE (Living Independently for Elders – A PACE Program) marketing services; developed and implemented the annual marketing plan in support of the strategic mission and goals.
- Evaluated overall effectiveness of marketing plan and strategies; developed effective management reporting methodology.
- Managed the intake and enrollment functions including staff supervision and development.
- Collaborated with the interdisciplinary team to ensure smooth coordination of activities and compliance with all documentation requirements.
- Contributed to education and research activities at LIFE.
- Participated and functioned as part of the senior management team.
- Participated and functioned in the budget planning, implementation and improvement of operating policies and procedures.
- Collaborated and coordinated with external partners and agencies and state offices (Department of State, Department of Public Welfare) to ensure compliance with enforced guidelines.

### **Director of Community Housing The University of Pennsylvania**

**1998-2006, Philadelphia, PA**

- Reduced the University's contingent liability risk by \$47 Million Dollars from 2001 to 2005 with continued program origination.

- Managed program budgets and coordinated with the VP Finance & Treasurer, who has fiduciary responsibility for the loan programs.
- Oversaw program compliance, take backs, and collections. Operating Budget \$250K/ Program Budget \$1M/Contingency \$20M.
- Managed the lender relations and day-to-day aspects for the various programs.
- Negotiated and managed/leveraged University-lender and vendor contracts and expectations.
- Performed routine portfolio assessments. Forecasted market trends and default possibilities.
- Developed default-reserve and recovery programs.
- Developed and instituted protocols and departmental standard operating policies and procedure. Created and designed comprehensive program databases.
- Branded and designed new products and offerings for company.
- Joint ventured and partnered on housing research studies and workforce development papers.
- Participated on community-based committees, groups, and academic teams in the surrounding community and across the country.
- Managed public relations, marketing programs, outreach, and seminars/workshops/ events for department.
- Managed, hire, trained, supervised and set job standards for staff, researchers, and students.

### **Chief of Staff for the Fels Center of Government The University of Pennsylvania**

**1996-1998, Philadelphia, PA**

- Functioned as chief-of-staff including providing support to the director on all operational issues; overseeing the activity of all other administrative staff members, and performing directly all restricted-access functions.
- Responsible for assisting the director in achieving the aims of the graduate program through direct support, internal and external relations with University and government officials/representatives, managed advertising and public relations, human resource practices, and program admissions.

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## **PROJECTS**

### **Publications | Papers | Collaborative Teams**

EPAC – Enhancing Professionalism and Civility in the Workplace Task Force, '06-'07 · Web Quality Assurance Team, '06-'07  
 First Thursdays Community Leadership Group, 1998-2007.  
 40th Street Initiative Neighborhood Committee, 2005-2006.  
 Panelist, Board of Realtors of New Castle County & Committee of Mayors Conf., 6/05. · Panelist, Univ. of Penn. Annie Casey Foundation Workshop, 3/05.  
 Co-Collaborator, Market Trends in Housing Paper, Wharton School, '04-'05.  
 University Representative on invitation by Trustee, EAH Conf. Workshops, Florida, '03. Co-Author, Workforce Development Paper, Univ. of Chicago, '02.  
 Univ. representative and panelist for National EAH Programs strategic meeting, '02. EVP team participant, The Knight Collaborative Engagement for Strategic Community Partnerships, 8/01.  
 Panelist, Urban Housing Programs, Commercial Real Estate Women, 1999.  
 “From State Dependence to Independence: A Four Year Comprehensive Welfare Reform Concept Plan”, Thesis Research & Defense, 1996.  
 Articles on Money Management Services, “For Brokers Only”, JMS, 1991.

### **Presentations | Workshops | Awards**

The United Nations Award for Women Entrepreneurs in a Global Economy, '19  
 HBOs Pop Up Story Museum New York City, New York, '19  
 Award Recipient Trina Antoinette Adams Center for Keeping Children First Salute to Greatness Award in Honor of Dr. Martin Luther King, Jr., '19  
 Design of a Strengthened Supportive Services Operation for Affordable Housing, '08. African American Family Conference, Temple University, '08.  
 New Product Development, “Graduate Student Mortgage Program”, '06. EAH Program Design Consultant, Johnson C. Smith University, '06.  
 EAH PDC, Princeton University, '05.  
 Guest Speaker, US Conference of Mayors, 6/05.  
 Univ. of Penn. Friends of 40th Street Steering Committee, '05.  
 NPD, “JFLP” (Junior Financial Literacy Program), '05.  
 NPD, “Community Housing Christmas”, '03-'05.  
 NPD & GMACM Grant Recipient, “Home Safe and Warm” Program, '03. U of P Naming Committee, Penn-Assisted K-8 Neighborhood School, '02. NPD, Penn Mortgage Program Design, '01.  
 U of P Team Participant, The Knight Collaborative, '00-'02.  
 NB MBA, Executive Development Institute, '01.  
 NB MBA, Management Development Institute, '00.  
 “Budgeting & Finance” Workshop – Partnership CDC, '99-'00.  
 Preservation Alliance Award for Outstanding Historic Preservation, '00.  
 U of P Proposed Penn-Assisted K-8 School Education Committee, '99-'00. Univ. of Pennsylvania Council on Community Relations Committee, '98-'00. “Credit Counseling & Repair” Workshop, OCH Outreach, '99-'05.  
 “Financial Preparation for Home Purchase” – Partnership CDC, '99-'00.

“Welfare Reform: Part I: A Government Perspective, Part II: An HR Perspective”, Delaware Valley Human Resource Network Spring Conference, '97.

## **Media & Press**

Communities of Merit Award and Service Day in conjunction with Home Depot, 2008.  
Firm but Fair Radio Broadcast with Jeffrey Faulkerson, “The Plight of the State of the Poor in America”, 2008.  
“The State of Black Women Issues in America”, 103.7 The Beat Radio in Detroit, Michigan, 2008.  
Mode One Radio Broadcast, “The Changing Face of the Black American Family”, 2008. WURD Talk Radio Philadelphia, PA, The A-B Show, 2008.  
Philadelphia Daily News Interview and Podcast with Kimberly Garrison, Health and Fitness, 2008.  
Radio One, 100.3 The Beat in Philadelphia, PA, “Mary J. Blige”, 2007. WBPH/WFMZ/UPN23 USVI Television Talk Show Host and Moderator, 2004-2006.  
Concurrent 3 season run in over 7 million households throughout Southeastern PA, Southern NJ, Southern DE and USVI.  
Maintained all programming design and content.  
Philadelphia Inquirer Articles, '04-'05  
Penn Current, June 10, 2004.  
ABC Channel 6 News Feature, Community Housing Christmas, Dec. 23, 2003. • Preservation Matters, Fall 2003.  
On The West Side, March 1999.  
ABC Channel 6 local news spotlight “Sibling Rivalry: Stories of Twins”, 1999.

## **Organizations & Public Service**

Facilitator, The CJ Project, 2017.  
Board of Directors, The National BioPharma Research Council, 2016.  
Board of Directors, The Kids League, New York City, 2012  
New York Women in Film & Television, 2012 -.Present  
National Association of Black Journalists, 2012.  
National Writers Union, 2012.  
E3 Community Based Learning Centers Commencement Speaker 2008.  
Smedley Middle School, Chester, PA, Keynote Speaker Commencement 2008.  
Board of Directors, Intercultural Family Services Advisory Board, 2008-2009.  
Smedley Middle School, Chester, PA., Career Day 2008, 2007.  
Board of Directors, National Comprehensive Center for Fathers, 2008-2009.  
Board of Directors, YMCA Y Achievers Program Steering Committee, 2007-2010. • Diverse Philly Network, Member, Presenter 6/08, 6/07, 4/07.  
CEO, Word and Will Corporation, 2006.  
NABFME, 07-08./NAFE, 2005-2006.  
Senior Financial Officer, Temple of Prayer Church, 2005-2006.  
National Association of Black MBA's, 1999-Present.  
Delta Sigma Theta Sorority Inc./Jack and Jill of America.

## **Ministry & Mission Work**

CCBM Orphanage | Liberia, West Africa  
Women's National Empowerment Call Presenter | 2013- Present  
Calvary United Methodist Church | Co-Pastor | (Harlem, New York) Madison Avenue United Methodist Church | Co-Pastor | (Harlem, New York) Temple of Prayer Church | Associate Pastor  
(Philadelphia, PA) | Board of Trustees  
Greater Community Bible Tabernacle Church | Licensed Minister 2002 (Philadelphia PA) | Formerly Gates of Heaven Church  
Shepherd's Care Ministry | Board of Trustees

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## **EDUCATION**

### **PhD in Philosophy**

Trinity International University of Ambassadors • Flowery Branch, GA • 2019

### **Master of Business Administration**

Minor in Marketing • Eastern University • St. Davids, PA • 2005

### **Bachelor of Arts in Organizational Management**

Eastern University • St. Davids, PA • 1995

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## **CERTIFICATIONS**

### **Certified Professional Coach**

Life Coaching Institute of Orange County • 2017

Certified Professional Business & Life Coach

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## **INVOLVEMENT**

## **SKILLS**

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Proficient Web Developer, all MAC and PC Software Systems

Global Entry Clearance, Child Abuse Clearance, Criminal Background Clearance