# LENIN AGUDO, MBA

## DIRECTOR, WIDENER UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

## PROFILE

Lenin Agudo is a high performance motivator with experience in supporting economic growth for small businesses, government administrations and economic development organizations.

Utilizing a design-thinking trajectory ©, he consults with clients and delivers vibrant, experience-oriented, market driven and economic development results.

## CONTACT


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## INTERNATIONAL

Presidential Commission on the United Nations' Millennium Development Goals & Sustainable Development; Dominican Republic

United Nations Association of the Dominican Republic

Consulate General of Ecuador in N.Y.

Corporation for the Promotion of Exports and Investments (CORPEI) Ecuador: N.Y.

## LANGUAGES

Spanish and English

## RESPONSIBILITIES

As Director of Widener University SBDC, Lenin leads three major economic development programs in the eastern Pennsylvania region: the Procurement Technichal Assistance Program, funded by the United States Defense Logistics Agency; the Small Business Environmental Management Assistance Program, funded by the Pennsylvania Department of Environmental Protection and the Small Business Development Center program, funded by the United States Small Business Administration (SBA).

On a daily basis, Lenin assists businesses start, grow and prosper through business consulting, cost control, profit maximization, education, research, market intelligence, government procurement and international trade consulting.

Early in 2019, our center was designated as a NextGen Lab for Design Thinking and Analytics by SAP. We became the first SBDC in the country to achieve this designation. Recently, the United States SBA presented us with the 2019 Innovation and Excellence Award for exceeding our goals and in recognition of our practices.

## EXPERIENCE

**City of Reading, Pennsylvania | Director, Economic Development**

- Lead 4 divisions: Housing and Urban Development, Codes, Building & Trades and the Bureau of Planning, Zoning & Historic Preservation.
- Maximized $9 million budget with 6 reports, 51 employees and 4 consultants.
- Executed high-profile, cross departmental initiatives: Downtown Revitalization, Business Friendly City Hall, & Economic Development Investment Map.
- Provided strategic guidance to Mayor and Council in areas of public policy, state and federal legislation, community & economic development, housing, productivity initiatives, performance improvement & organizational development.

**Latino Business Resource Center, Kutztown University | Founder,Director**

- Consulted with Hispanic-owned businesses
- Built the capacity of state and local hispanic serving organizations
- Advised economic development agencies on policies for Hispanic entrepreneurship.

## EDUCATION

**Harvard University**, John F. Kennedy School of Government
Executive Education; Leadership Optimizing Organizational Performance

**University of Pennsylvania;** Fels Institute of Government;
Post Graduate Certificate: Economic Development and Growth

**Kutztown University;** Master of Business Administration (MBA)

**Pace University;** Bachelor of Business Administration
Major: International Management; Minor: Latin American Studies

## CERTIFICATIONS

**NASBITE**, Certified Global Business Professional
**Growth Wheel**, Certified Business Trainer from
**Strategyzer**, Certified Program Facilitator: Business Model Generation