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## Jen Maseda Bio

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## **Jen Maseda's Biography 2016**

Jen Maseda is Chief Philanthropy Officer at United Way of Tri-County, serving more than 34 cities and towns in Massachusetts. In her role, Jen oversees the Operations, Resource Development, Marketing, Public Relations, as well as the organization's Community Investment Strategies in United Way's four impact areas - Education, Health, Financial Stability and Basic Human Needs and the distribution of \$5.2 million annually. She also leads new business and new product development for the organization. During her 11 years with the organization, Jen has led her team to raise more than \$50 million. Most recently, increasing the organizations' micro-campaign, residential and direct mailing profits by over 250% in three years.

Jen has served on a number of statewide task forces and committees including the development of a statewide action plan for youth in partnership with the Massachusetts Executive Office of Health and Human Services and other Massachusetts United Way agencies. This plan – Success 4 Life – has been endorsed by the Governor's Child and Youth Cabinet and by the 19 other United Way agencies across Massachusetts.

She has over eighteen years experience in both the public and private sectors working for Fortune 500 companies such as, Florida Power and Light, Health Care Systems, and Johnson & Johnson. Within the United States Coast Guard, Jen developed policies for Coast Guard members and their families to support their Fit for Duty strategies. She also taught health education as an adjunct professor at Boston University.

Ms. Maseda is active on several committees including the Middlesex District Attorney, Marian Ryan's Youth Development Collaborative - committed to positively developing and maintaining youth safety and job readiness; the Early Childhood Alliance – dedicated to strengthening families and community systems for young children; and several Chamber groups, linking the business community to non-profit organizations. Jen is also an active Board Member of Mass 2-1-1, Habitat for Humanities of MetroWest/Greater Worcester, and Kids Connect - a tutoring program to assist children & youth in low-income families struggling with schoolwork, as well as a member of the advisory board of MetroWest Economic Research Center that collects and analyzes data related to economic conditions in several Massachusetts regions, an advisory board member to the Greater Boston Food Bank, a Regional Board Member of the MetroWest YMCA, an advisory Board Member to the ETS (Employment & Training Services), and Jen is a Troop Leader for her daughter's Girl Scout Troop.

Jen is particularly committed to issues facing women and girls as evidenced by her role in the creation of the MetroWest Commission on the Status of Women, working with Senator Karen Spilka, the sponsor of the Bill that will help to address the current issues facing over 400,000 of our local female residents, and Jen's subsequent inauguration this past January, as a Commissioner on the MetroWest Commission on the Status of Women. Recently, you might have seen Jen on Fox News 25 or heard her on NPR or Radio Entrepreneur discussing Suburban Poverty in America, where she was in industry expert sharing solutions and insight. Jen has also been featured numerous times in featured articles regarding women on boards, food security, and successful fundraising strategies. Recently, Jen was awarded the Emerging Leader of the Year 2015 award from the MetroWest Chamber of Commerce, recognizing her impact, both personally and professionally in the MetroWest Region.

Jen is a graduate of Harvard University with a Masters in Public Health and also holds a Masters in Science from Florida Atlantic University. She is a proud Latin American, born and raised in Miami, Florida. Jen now braves the winters in Natick, MA with her husband and two children.