

SAMANTHA I. PENZONE

DIRECTOR OF MARKETING & PROPERTY MANAGEMENT

ABOUT

As the Director of Marketing & Property Management for the Worcester Business Development Corporation (WBDC), Sam brings extensive marketing and administrative experience to the organization.

In her marketing roles with the organization, Sam fulfills sponsorship opportunities, manages the website, and maintains their social media presence. Since joining the WBDC in 2013, she has created and grown their following every year. Working in collaboration with her colleagues, Sam is responsible for creating marketing materials including print and electronic advertisements, announcements, annual reports, invitations, and event programs. Other promotional materials include the WBDC qualifications package and the organization's SBA 504 Loan Program information booklet.

One of her major projects and proudest accomplishments was to brand The Reactory, a 46-acre biomanufacturing campus at the former Worcester State Hospital. She has coordinated press events, press releases, and assisted in the creation of the website that showcases the pad-ready parcels at the park.

Sam is responsible for coordinating special events for the organization, including press conferences, groundbreakings, ribbon cuttings, and most notably, the Annual Business Meeting, which brings over 400 attendees including state and local government officials, area business and financial leaders, and other stakeholders.

Sam also manages the Property Management department, serving as liaison with tenants, landlords and owners, while managing leases, extensions, amendments and vendor contracts. She works with the finance department to create a yearly budget, track expenses and operating costs, and control costs through RFPs.

Sam serves as Executive Director of the Massachusetts Economic Development Council (MEDC), a statewide nonprofit business organization. She is responsible for managing the organization's board of directors, planning and coordinating quarterly conferences, executing the yearly membership outreach campaign, monitoring its finances, and reporting to its board of directors.

PRIOR EXPERIENCE

Sam began at the WBDC in 2013 as the administrative assistant and has shown great care and attention to detail for the organization, leading to two promotions in her tenure.

EDUCATION AND CERTIFICATIONS

Sam earned her Bachelor of Science degree in business management with a concentration in marketing from Bridgewater State University. She also received a professional certificate in marketing design from Sessions College.

In her free time, Sam enjoys being outdoors, spending time with family and friends, and traveling.

