



**Jessica Aviva, Ph.D.**  
**Senior Advisor**

**CAPACITY BUILDING SPECIALIST**

Jessica R. Aviva, Ph.D., senior advisor at Hailstone Economic, has expertise in a variety of areas including qualitative and quantitative research, writing, facilitation, and planning. A skilled manager and leader, Jessica is known for her ability to develop ambitious goals, secure support, coordinate resources, and promote achievements. She artfully integrates the big picture with extensive details to get results. Jessica also facilitates an international women’s leadership network and is the author of 11 books.

**EDUCATION**

- Ph.D. in Organizational Leadership, Eastern University
- Master of Arts in Sociology, Lehigh University
- Master of Science in Nonprofit Management, Eastern University
- Bachelor of Arts in Marketing and Management, DeSales University

**SKILLS**

- Research Design
- Data Analysis
- Writing and Editing
- Publication Design
- Public Relations and Communications
- Marketing Planning
- Community Planning and Organizing
- Strategic and Business Planning
- Project Management
- Leadership Development
- Nonprofit Management
- Organizational Development
- Training and Facilitation
- Budget Development

**PROFESSIONAL EXPERIENCE**

**DeSales University**  
*Adjunct Lecturer*

Dr. Aviva taught in the Division of Business for 11 years. She has taught traditional and online classes including Leadership in the Modern Organization, Entrepreneurship, Introduction to Fundraising, Public Relations for Nonprofits, and Introduction to Sociology.

**Community Action Committee of the Lehigh Valley**  
*Senior Planner*

*Director, Community Action Development Corporation of Bethlehem*

*Director, Sixth Street Shelter*

*Coordinator of Advocacy and Outreach, Second Harvest Food Bank of Lehigh Valley and Northeast PA*

Dr. Aviva served in various leadership roles at Community Action Committee of the Lehigh Valley for more than six years. Her accomplishment during this time include: co-managing an \$800,000 new construction project and coordinating the efforts of contractors and volunteers; developing neighborhood revitalization plans for south Bethlehem and the West Ward of Easton; co-facilitating the launch of the first multi-municipal Neighborhood Partnership Program in Pennsylvania; executive producing an award-winning video about hunger and food insecurity; securing nearly \$4 million in private and public funding including nationally competitive grants; developing a strategic planning framework and community needs assessment; organizing a local coalition to advocate for state-level policy change - resulting in a positive vote from every Lehigh Valley legislator across party lines; developing and piloting a food stamp application assistance program that was later expanded through funding from USDA; developing and piloting a nutrition education program that evolved into one of five Cooking Matters sites in PA, conducting extensive research to document the organization’s history for its 50<sup>th</sup> anniversary; creating an agency-wide customer service handbook and training program; and preparing programs for federal audits.

**Family Connection of Easton**  
*Executive Director*

Dr. Aviva served as the executive director of Family Connection of Easton for six years. In this role, she secured more than \$3 million in public and private funding; launched a Success by 6@ site and developed a community-wide kindergarten transition initiative; designed and evaluated early childhood, afterschool, and summer programs; created a school-based family support guidebook that was replicated by a neighboring school district; provided oversight and coaching to a staff of 15; developed and monitored annual budgets; and facilitated the implementation of strategic plans, policies, and procedures.