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Economy League of Greater Philadelphia Builds Leadership Team With Addition of Four New Staff Members

New staff deepens Economy League’s commitment to social and community challenges, innovative programming and insightful resources to address social and community challenges

PHILADELPHIA (Feb. 13, 2020) – The Economy League of Greater Philadelphia, the region’s think-and-do tank that addresses critical issues facing the Greater Philadelphia area, has brought on four new staff members to help the organization continue to provide impactful research, connect diverse leaders, and advance shared solutions.

Economy League Executive Director Jeff Hornstein is augmenting the organization’s capacity with two new directors, a program manager and a new office manager. These additions will allow the Economy League to deepen existing initiatives such as the [Greater Philadelphia Leadership Exchange](#) and [Philadelphia Anchors for Growth & Equity](#), but also to launch its new Civic Impact Labs program.

“I was thrilled by the response to our job descriptions – we had incredibly talented people apply for these positions, and we were fortunate to have our offers accepted by each of our first-choice candidates,” said Hornstein. **“With an expanded and energized staff and the launch of our Civic Impact Lab, 2020 is shaping up to be a great year for the Economy League!”**

Philadelphia Anchors for Growth and Equity (PAGE) Director

J’nelle E. Lawrence, MBA will lead the [PAGE initiative](#), a collaborative of Philadelphia’s largest eds-and-meds anchor institutions that leverages their \$5.3 billion in annual spend to create job and business growth in disinvested neighborhoods. Lawrence brings to the team 13 years of Procurement and Supplier Diversity experience, most recently coming from The Federal Reserve Bank of Philadelphia as a procurement specialist. Holding a Bachelor of Science in Business Administration from Villanova University and a Masters in Business Administration with a concentration in Entrepreneurship and Innovation from Drexel University, Lawrence is very active in the local business community in Philadelphia and the state of Delaware. Former Global Supplier Diversity Manager at



AstraZeneca Pharmaceuticals and Supplier Diversity Lead at The Chemours Company, Lawrence is an active member of the MSDC, WBEC, the New Castle County Chamber of Commerce, National Association of Women Business Owners, and the Independence Business Alliance, and currently sits on the Board of Directors at the Claymont Community Center. In December 2014, she was recognized as a recipient of Delaware Today's "Women in Business Award" and in June 2016 was recognized by DiversityPlus Magazine as a national recipient of their "Top 25 Women in Power Impacting Diversity." Lawrence currently resides in Claymont, Del. with her husband.

Greater Philadelphia Leadership Exchange (GPLEX) Director

Opeola Bukola will lead the GPLEX program, now in its 15th year, designed to build 'civic muscle' by convening cross-sector leaders to dive deep into the workings of our region and others (GPLEX 2020 will be held on October 4-7 in Detroit). Bukola, the Nigerian-born founder and principal consultant of Lillo Consulting that specializes in operations and new venture optimization, has joined the Economy league as their GPLEX director. Bukola has a long history of emerging organizations, brands, and business ecosystems. Her operations career blossomed as she spun her brand as a digital marketer and startup community organizer into a municipal consulting role with Gainesville Florida's design-focused "Department of Doing." Her next stop was the global stage, as she took on a programming role facilitating remote experiences for digital nomads. This whirlwind of airports and co-working spaces took her bounding through a new country each month to introduce budding nomads to the growing lifestyle and community. As she returned stateside, Bukola made stops at Techstars, Comcast NBCUniversal LIFT Labs Accelerator Program Manager and at Backstage Capital as their Philadelphia Accelerator Director and Investment Associate in Strategic Initiatives. Her adept communication skills and advocacy in the diversity and inclusion space have led her toward mentorship and public speaking engagements in the U.S. and abroad. Bukola's penchant for community, background in branding, and operations savvy most recently converged in her involvement as the early-stage facilitator of Philadelphia's Global Identity Partnership, a public-private partnership aimed to manage a unified brand identity for the nation's sixth largest city.



Civic Impact Manager

Jen Devor has been tapped to manage the Economy League's civic impact program, responsible for managing all civic impact program activities, including developing and managing an "impact accelerator" focused on helping participants execute pilot projects, building out full business plans that maximize impact, and preparing teams to pitch funders for seed investments to scale their concepts. Prior to joining the Economy League, Devor was a 2019 candidate for City Commissioner, the office that oversees election activity in Philadelphia. During the election she was endorsed by a variety of organizations including the Philadelphia Inquirer, National Organization for Women and Run for Something. A resident since 2002, Devor has worked hard to be a part of the social and political fabric of Philadelphia. She has held leadership positions at Campus Philly (Director of Partnerships), Diversified Community Services (Board Secretary), Neighbors Investing in



Childs Elementary (Board President) and Committee of Seventy (Buchholz Fellow) among others. Currently, she serves on the Community Advisory Boards of WHYY, DiSilvestro Recreation Center and Vote16USA, a national nonpartisan effort to lower the voting age. Much like her hero Leslie Knope, she is also a Girl Scout Troop Leader. Devor holds a B.S. in Media and Communications from the University of the Arts. She is a public school advocate, voting enthusiast and is a published author on civic engagement. She lives in Point Breeze with her husband, Tivoni, and together they have a daughter who attends their local public school.

Officer Manager

The new office manager at the Economy League is Farwa Zaidi. Focusing on day-to-day projects and tasks, she will be the lead correspondent with all upcoming board and committee meetings, as well as regular appointments. She is responsible for all goings-on in the office, as well as updating Salesforce, mailings, and the Economy League webpage. Prior to her role at the Economy League, Zaidi was the office manager for The Overseas Press Club of America in New York City. There, she was responsible for daily office tasks as well as writing three sections of the Club's monthly newsletter. Zaidi has a B.A in Political Science from Baruch College. She grew up in New York City and moved to West Philadelphia during the summer of 2019.



About The Economy League of Greater Philadelphia

The Economy League of Greater Philadelphia addresses critical issues facing Greater Philadelphia by providing impactful research, connecting diverse leaders, and advancing shared solutions. We envision a thriving Greater Philadelphia region powered by informed and collaborative leadership.

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