

WORKFORCE2030
FEATURED
SPEAKER



BETSY COHEN

Executive Director, St. Louis Mosaic Project
Author, *Welcome to the U.S.A. – You're Hired!*

Betsy Cohen is the founding Executive Director of the St. Louis Mosaic Project, a program of the non-profit World Trade Center-St. Louis within the St. Louis Economic Development Partnership. The St. Louis Mosaic Project is a public-private partnership whose goal is to attract and retain international people to St. Louis. It began with research in 2012 and was launched in 2013. The research showed that the region needs international people for their skills and cultures, to add to our population and diversity. This work is done through collaborations with hundreds of local organizations, universities, corporations, cultural groups, faith organizations, K-12 schools, immigration agencies, and government entities. There are two goals: For the St. Louis region to be the fastest growing major metropolitan region for foreign-born people by 2025 and to add 25,000 foreign-born people to our region's population from 2016-2025. This includes international students, immigrant entrepreneurs, reuniting families, international executives and refugees.

Betsy had an extensive corporate career in marketing at Nestle Purina before leading the St. Louis Mosaic Project. In her corporate career, she was one of the first women to be named a Vice President. She worked on national and international business issues. In addition, she ran a regional

network for the St. Louis pet community. She is on the advisory board for the St. Louis University Chaifetz School of Business and on the Cortex Innovation Community committee for Diversity, Equity, and Inclusion. Previously, she served on other community boards including the St. Louis Crisis Nursery. She served on the board of Welcoming America, the national nonprofit leading a movement of inclusive communities becoming more prosperous by ensuring everyone belongs, including immigrants. She is a recognized speaker on issues of multicultural inclusion. She was recognized as a Most Influential Businesswoman by the St. Louis Business Journal and as a Woman Business Leader by the YWCA. In 2021 she was recognized by NCCJ and in 2022 by Casa de Salud health center. She is the author of a book that launched in 2021 to help international people who are authorized to work in the US to find good employment. She is a graduate of Wellesley College and has her MBA from the Harvard Business School.