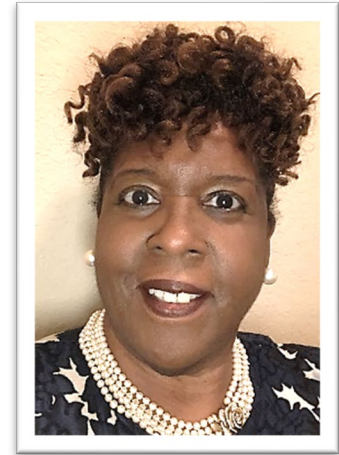


Biographical Sketch of Casandra R. Stroy

Casandra R. Stroy is a business professional and educator with extensive experience working with challenged communities, teaching, leading, mentoring, and coaching all aspects of business start-ups, accelerators, economic development, job creation, grant writing, and management services. At the invitation of public and private agencies, she presents topics such as business start-ups, marketing strategy, youth entrepreneurship, business models, sustainable development, critical thinking strategies, technology literacies, instructional strategies, coaching, mentoring, and leadership. She holds a Bachelor of Science in Economics with a concentration in Business from Florida A&M University and an M.S. in Education from Florida Memorial University. She is pursuing a Doctorate in Business Administration, her research interest is entrepreneurship as the economic engine for under resourced communities, and she is a Lean Six Sigma Green Belt.



Ms. Stroy garnered funding for projects addressing food insecurity and increasing awareness to cultivate young entrepreneurs. In 2018, she was a reviewer for the U.S. National Science Foundation (NSF). She has authored/coauthored proposals securing over \$1.2M for job training, workforce development, business, youth, and community development.

Beyond her programmatic successes, she served on two university-led reaffirmation educational committees and state approval programs. Moreover, she has been an active member of committees on research and quality controls, curriculum development, and instructional design at the university level.

As a serial entrepreneur, she has operated various construction, print media, novelty, and accessory businesses. Since 2020, she has continued to serve others as the Founder and CEO of iWork, Inc., a boutique company providing project administration, training, and management services targeting aspiring small business owners, non-profits, and entrepreneurs. With her passion for grassroots problem-solving, she has successfully raised the awareness and needs of many under resourced economic deserts (i.e., food insecurity, innovation, sustainability) and populations in urban areas.

Some of her memberships include the United States Association for Small Business Entrepreneurship (USASBE), Network for Teaching Entrepreneurship, Council on Undergraduate Research, The Critical Thinking Community, Top Ladies of Distinction (1998 – 2004), National Coalition of 100 Black Women Central Florida Chapter (2017-2021), and Alpha Kappa Alpha Sorority, Inc.

Her life's motivation: I Thessalonians 4:11-12: "Make it your ambition to lead a quiet life: You should **mind your own business** and work with your hands, just as we told you, so that your daily life may win the respect of outsiders and so that you will not be dependent on anybody."