

# Marian Baldini, MBA, PHR

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A dedicated leader with over 40 years of executive planning, administration, academic, and director support in the human services sector. Known for balance, focus, persistence, inspiration and personal commitment to the quality of life of the aged and people with disabilities.

## Education

- ◆ **Masters Degree in Business Administration** 1997  
Widener University  
*Concentration: Health and Medical Services Administration* Chester, PA
- ◆ **Masters Degree in Psychology** 1977  
Drexel University  
*Concentration: Quality Assurance for Community Health and Mental Retardation Services* Philadelphia, PA
- ◆ **Bachelor of Arts in Psychology** 1975  
Temple University Philadelphia, PA

## Positions Held

- ◆ **KenCrest** 2015—Present  
Blue Bell, PA

### President & CEO

Currently serving as the first female CEO and first female leader in over 35 years. Agency has 2,300 employees who support more than 12,500 children and adults with developmental disabilities and provides early childhood learning opportunities in 7 Philadelphia locations. Annual revenue exceeding \$130 million.

### *Accomplishments:*

- Led major corporate reorganization to simplify the structure of KenCrest to align administrative goals with service goals
- Opened one new Early Learning Center in Philadelphia and 4 community medical homes to support individuals who need 24-hour medical care
- Spearheaded the first 3-year, enterprise-wide strategic plan to align the entire organization under one set of goals
- Increased Direct Support Professional wages across the agency over \$2.00/hour, over the course of two years
- Implemented advocacy strategy that increases interactions with local, state, and federal legislatures

- ◆ **Widener University School of Business** 1999—2019  
Chester, PA

### Adjunct Faculty Member

Taught graduate students in the master's program for Human Resources management, including action research and labor relations.

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## Positions Held, continued

- ◆ **Jewish Employment and Vocational Service (JEVS), Inc.** 2001—2015  
Philadelphia, PA  
  
**Chief Operating Officer for Home Health and Work Services**  
*Accomplishments:*
  - Created structural changes necessary to take advantage of growth opportunities. Grew services about 3 times the size
  - Improved quality through staff and technology development
  - Led corporate developments of a competitive intelligence system for the corporation, executive development, and compensation management
  - Oversaw \$30M in corporate property assets including new construction of a school
  
- ◆ **Northwestern Human Services, Inc.** 1999—2001  
Erdenheim, PA  
  
**Regional Director, Operations Management/Administrative Services**  
*Accomplishments:*
  - Developed and successfully implemented strategies for new billing systems in multiple sites; annual billing exceeded \$23M
  - Developed and installed process to support new HRIS
  - Developed and presented training for operations managers in new management tools and supports
  - Served on corporate wide project management to identify critical needs in IT services, develop and manage new resources, and monitor performance on critical projects
  
- ◆ **Elwyn, Inc.** 1977—1999  
Elwyn, PA  
  
**Vice President, Adult Services** 1997—1999  
*Accomplishments:*
  - Assessed ongoing performance towards \$75M revenues
  - Positioned the organization to triple growth in welfare reform service within one year
  
- Vice President, Human Resources** 1995—1997  
*Accomplishments:*
  - Moved HR from a service function to the role of key business partner
  - Introduced technical assistance and training in the areas of team formation and facilitation, and conflict mediation
  - Revamped key corporate policies in areas such as compensation work improvements and staff redeployment to support planned change in corporate culture
  
- Executive Director** 1983—1995  
*Accomplishments:*
  - Led several successful negotiations with national unions  
Achieved company goals with no strike
  - Oversaw facilities projects in excess of \$5M
  - Handled difficult organizational decisions with sensitivity, including a significant downsizing; achieved savings of \$1M+ annually
  
- Coordinator, Records and Information** 1977—1983
  - Led due diligence and successful transition in several acquisitions

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## Areas of Expertise:

- ◆ Leadership of major projects
- ◆ Introduction of new technologies/ideas
- ◆ Human resources management
- ◆ Systems thinking
- ◆ Staff training and development
- ◆ Culture change
- ◆ Effective communications
- ◆ Expense control

## Awards & Recognition

- ◆ **Most Admired CEO** 2019  
The Philadelphia Business Journal
- ◆ **Brava Award Winner** 2017  
Walnut Club
- ◆ **Women of Distinction Award** 2015  
The Philadelphia Business Journal

## Publications & Presentations

- ◆ “KenCrest’s Journey into Something New: Improving Social Innovation through Our ‘WHY’” April 2020  
Social Innovation Journal (online edition)
- ◆ “Survival of the Fittest: Business Tools for Competitive Edge” April 2019  
American Network of Community Options and Resources
- ◆ Mandell Conference March 2018  
“Political Changes and the Evolution of Services for People with Disabilities”  
Madrid, Spain

## Board Memberships

- ◆ Reformation Lutheran Church (ELCA) Council 2014—2019  
*Former President*  
Media, PA
- ◆ Pennsylvania Assistive Technology Foundation 2004—2019  
*Former Chair of Governance*  
King of Prussia, PA
- ◆ AbilityOne 2013—2015  
*Representative of the International Association of Jewish Vocational Services*  
Arlington, VA

## Professional Organizations

- ◆ American Network of Community Options and Resources  
*Agency Point of Contact*
- ◆ Lutheran Services of America
- ◆ Lutheran Services of America—Disability Network
- ◆ Society for Human Resource Management (SHRM)