



For Immediate Release

Wednesday, February 12, 2014

Media Contact

Name: Shefali B. Billon

415-503-5890

Shefali.billon@bizworld.org

Entrepreneurship Education Nonprofit BizWorld.Org Announces New Management

Thais Rezende Joins as CEO; Carla Foster as COO

San Francisco, CA – February 12, 2014-- BizWorld.org is pleased to announce that its Board of Directors appointed Thais Rezende as chief executive officer of the International nonprofit headquartered in San Francisco which provides engaging, hands-on entrepreneurship programs for elementary and middle school children that promote financial responsibility, leadership and teamwork skills. In addition, Carla Foster has joined the organization as chief operating officer.

Rezende joined BizWorld in June 2013 as vice president and in September 2013 she was promoted to CEO. She brings more than 12 years of nonprofit management experience to BizWorld.org, with a special focus on microenterprise development. Prior to joining Bizworld.org, Rezende led the growth of innovative programming and organizational expansion at Women's Initiative for Self Employment. She initiated and led the agency's successful expansion into Contra Costa and Marin Counties, as well as Silicon Valley. As program director of Women's Initiative, Rezende tripled the number of women the organization served. In 2009, she was promoted to executive director in San Francisco and Marin County, and subsequently took on the same position in the East Bay. Previously, she worked with the Mexican Consulate in San Francisco, developing and implementing health, education and business trade programs. In her native Mexico, Rezende was a public relations manager for an organization that rescued and sheltered more than 300 homeless children from the streets.

Founded in 1997 by Silicon Valley venture capitalist Tim Draper, BizWorld.org challenges and engages elementary and middle school children across the cultural and economic spectrum with fun, hands-on entrepreneurship programs that promote financial responsibility, leadership and teamwork. Since 1997, BizWorld.org has distributed

programs that teach these concepts to teachers all over the world. In turn, these teachers have helped over 450,000 students in 80 countries develop the critical thinking, leadership, and teamwork skills that will allow them to become financially responsible leaders and entrepreneurs of tomorrow.

“We are so fortunate to have Thais lead BizWorld.org,” Draper said. “Her background in growing nonprofits and focus on entrepreneurship education make her the ideal person to take the organization to the next level. I look forward to seeing BizWorld.org expand their offerings and extend their reach around the globe further under Thais’ leadership.”

Carla Foster joined BizWorld.org in January 2014 as chief operating officer. Foster is a financial services and retail marketing executive who has worked for premiere brands including Charles Schwab, American Express Co., PepsiCo, R.H Macy & Co, and IBM. At Charles Schwab, Carla served as vice president of advice and specialized segment marketing. During her nine-year tenure, she also led investor education, sponsorships & events, and branch merchandising. For American Express, Carla served as director of regional marketing where she produced double digit volume growth. While at PepsiCo, she served as general manager for the Taco Bell division, overseeing 42 restaurants and 1,600 employees. Her community work includes numerous charities, including the East Bay Regional Board at Women’s Initiative for Self Employment. She is a former board member and current advisory board member of the Boys & Girls Clubs of Oakland.

“I am excited to have Carla as a partner in leading BizWorld.org,” said Thais Rezende. “Her extensive management experience and business acumen will be an essential asset as we grow the organization.”

About BizWorld.org

BizWorld.org is a non-profit organization whose mission is to challenge and engage elementary and middle school children across the cultural and economic spectrum with fun, hands-on entrepreneurship programs that promote financial responsibility, teamwork and leadership. Since 1997, BizWorld.org has distributed three programs- BizWorld®, BizMovie® and BizWiz™- that demonstrate these concepts to educators all over the world. In turn, these teachers have helped over 450,000 students in over 80 countries develop the critical thinking, leadership, and teamwork skills that will allow them to become the next generation of leaders who will contribute to the economic vitality of their communities. 96% of classes show an increase in business, entrepreneurship, and financial knowledge after completing BizWorld.org programs. For more information, please visit www.bizworld.org or call toll free 1-888-4-BizKid.

####