

Marina Fanshteyn, MBA

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CRS Service Codes: 120X,110X,112X,559X,563X,510X,921X,935X,936x,937x,933X,142X

SENIOR HEALTHCARE & BUSINESS EXECUTIVE

Dynamic and multilingual leader with extensive experience in **business development, program development, training, and job development** in multi-national environments. Proven expertise in managing all phases of program life cycles, from needs assessment to implementation. Skilled in creating impactful strategies that expand market reach, improve operational efficiency, and foster growth in healthcare and community services. Adept at building and managing strategic partnerships and leading diverse teams to success. Fluent in American Sign Language (ASL).

Core Competencies

- Strategic Business and Program Development
 - Job Development and Workforce Training
 - Leadership and Organizational Development
 - Community Outreach and Engagement
 - Healthcare Compliance and Accessibility
 - Funding Acquisition and Partnership Building
 - Market Expansion and Financial Management
 - Team Management and Performance Optimization
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WORK EXPERIENCE

Director of Development & Operations

United Hands Organization, Inc.

2023 – Present

- Designed and implemented nationwide programs and services tailored to the needs of Deaf and Deafblind individuals, ensuring accessibility and inclusivity.
- Spearheaded operational leadership to align daily activities with organizational goals and mission.

- Developed strategic plans to expand organizational impact, focusing on long-term sustainability and growth.
- Secured funding through grants, donations, and partnerships, fostering collaborations with government agencies, private sector partners, and community organizations.
- Led and supported a diverse team, promoting professional development and accountability.

Pre-Employment Program Specialist

Lexington Vocational Center, Queens, NY

1999 – 2006

- Provided pre-employment training to individuals, focusing on job readiness skills, resume building, and interview preparation.
- Collaborated with employers to create tailored job placements for program participants.
- Developed and implemented vocational programs that addressed the unique needs of the Deaf and Hard of Hearing community.
- Monitored participants' progress and provided ongoing mentorship to ensure employment success.
- Coordinated workshops and events to connect job seekers with potential employers and resources.

Co-Founder & Executive Director

Deaf Wellness & Recreation Center

2013 – 2023

- Directed program and performance development by integrating organizational, programmatic, and financial plans.
- Implemented performance metrics and data collection methods to evaluate program effectiveness.
- Maintained regulatory compliance with federal, state, and local guidelines while staying abreast of industry trends.
- Diversified revenue streams through service fees, contracts, corporate partnerships, grants, and donor engagement.
- Recruited and trained the Board of Directors, fostering a culture of advocacy and fundraising.

Text 9-1-1/NG911 Consultant

NYC Department of Information, Technology & Telecommunication (DoITT)

2018 – 2023

- Delivered subject matter expertise on the Deaf and Hard of Hearing community and Text-9-1-1/NG911 technology.
- Trained NYPD, FDNY, and EMT 911 dispatchers on disability and cultural sensitivity.

- Conducted business analyses and provided recommendations for project advancements.
- Collaborated with NYC City departments on the implementation of Text-9-1-1/NG911 systems.
- Served on the National Emergency Number Association (NENA) Accessibility Advisory Committee.

Co-Founder & Vice President of Operations

Mirabile Care Medical Center

2000 – Present

- Developed and maintained high-quality medical care services tailored to Deaf, Deafblind, and Hard of Hearing patients.
- Led the Deaf Health Navigator Program with ASL-fluent staff, ensuring comprehensive care and accessibility.

Advisor

Big Apple Homecare & City Choice Homecare Agencies

2000 – Present

- Oversaw quality assurance for the Deaf & Deafblind Homecare Services Department.
- Provided professional development for caregivers and addressed client needs to improve service delivery.
- Managed stakeholder concerns and drove business development initiatives for organizational growth.

Theater Agent & ASL Consultant

TOYS Theater (St. Petersburg, Russia)

2000 – 2012

- Managed promotional efforts, staffing, and finances for a 25-year-old Deaf Russian Professional Theater.
- Provided training in ASL and cultural sensitivity, ensuring accessibility for Deaf and Deafblind patrons.

EDUCATION

Intercontinental University, Chicago, IL

- **Dual Master of Business Administration** in Healthcare Management & Accounting/Finance (Cum Laude, 2006)

- **Bachelor of Science** in Business Administration & Marketing (Cum Laude, 2005)
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Key Achievements

- Presented at industry conferences, including NYC agencies, vocational rehab organizations, and hospitals, promoting accessibility and inclusion.
 - Co-founded organizations focused on improving healthcare and employment opportunities for Deaf, Deafblind, and Hard of Hearing individuals.
 - Successfully diversified revenue streams for multiple organizations, ensuring long-term financial sustainability.
 - Developed innovative programs and services to address the unique needs of underserved communities.
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Certifications and Affiliations

- Member, National Emergency Number Association (NENA) Accessibility Advisory Committee
 - Certified Financial Strategist
 - Certified Life Insurance Agent
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References

Available upon request
