



NEWS RELEASE

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JUNIOR ACHIEVEMENT OF WASHINGTON ADDS KEY STAFF ROLES TO EXPAND STUDENT REACH AND PROGRAM IMPACT

Seattle, WA. Junior Achievement of Washington (JA) announces the hiring of four key positions to the staff as part of the organization's mission to expand and grow its programming. JA programs are instrumental in preparing young people to set a career path and establish personal and professional goals and milestones, leading to successful, self-sufficient adult lives. The four brand-new roles are designed to impact programming, storytelling, and fundraising for the organization. They are Munira Sheriff, Vice President of Programs and Evaluation; Toni Colman, Senior Director of Corporate Giving; Leah Katzer, Statewide Program Director; and Rowena Yow, Director of Communications.

"Our goal at Junior Achievement of Washington continues to be reaching as many students as possible across the state. These positions will allow us to expand the reach and depth of our programming," said Natalie Vega O'Neil, President and CEO of Junior Achievement of Washington. "We are thrilled to be able to create these four new roles that are so integral in building awareness, support, and maximum proficiency in the important work that we do. Munira, Toni, Leah, and Rowena are all champions of our vision of providing students with the business and financial tools and skills necessary to craft the future they want. We look forward to sharing our passion with our communities and the state."

Munira Sheriff joins JA from College Success Foundation after three years as Director of Research, Evaluation, Planning & Accountability. She joins as JA's Vice President of Programs and Evaluation, a new role critical to the ongoing monitoring and improvement of JA's programmatic work. Munira will lead the development and implementation of localized evaluations for the state, as well as build a culture of data-driven decision-making, learning, and continuous improvement amongst the Board, senior leadership, and staff.

Toni Colman has over 16 years' experience in business development and account management and joins JA as Senior Director of Corporate Giving. Toni brings expertise into this role that will explore corporate funding opportunities with an eye toward cultivating lasting relationships and broadening JA's corporate sponsor network.

Leah Katzer joins JA from Year Up where she was Program Manager. With strong program development experience, specifically around work and career readiness for students, Leah joins as JA's Statewide Program Director, a role that oversees programming for all regions in JA of Washington: King County, South Puget Sound, Northern Washington, Southeastern Washington, Central Washington, and Eastern Washington/Northern Idaho. This role is instrumental in unifying the programs and curricula, and expanding the breadth of volunteer and corporate involvement with students and schools.

Rowena Yow joins JA from Seattle Repertory Theatre where she was Content & Communications Director for nearly four years. She joins JA as Director of Communications in which she will act as the lead storyteller for the organization. Greater awareness and understanding of JA's mission and brand will be achieved via enhanced social media, press, website updates, and expanded print and digital content.

About Junior Achievement of Washington (JA)

For 67 years, JA of Washington has perfected a curriculum that helps children of all ages learn the fundamentals of entrepreneurship, work-readiness, and finance. These three interconnected platforms help form a lasting foundation that inspires students to achieve their full potential.

Driven by the passionate power of its volunteers, JA programs are taught by educators and community and business mentors – individuals committed to the success and healthy development of young people. Long established as a key component of its successful program dynamic, mentorship is recognized by JA as a successful pathway to sustainable, productive futures for over 70,000 young people in Washington state. For more information, visit jashington.org.

About Junior Achievement USA® (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. Today, JA reaches more than 4.8 million students per year in 106 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide. Junior Achievement USA is a member of JA Worldwide. Visit ja.org for more information.

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