



Eugene Manzanet, Ph.D., MBA
Wisconsin Economic Development Corporation
Senior Director Diverse Business Development

Eugene Manzanet, after serving eight years in the United States Marine Corps Reserve has dedicated his time and energy to serving the Milwaukee area as resource of information for financial education, community, and economic development. As a current resident and homeowner of the near northwest side of Milwaukee, he was born in New York City and raised in the heart of the "South Bronx." He is currently the Senior Director of Diverse Business Development for the Wisconsin Economic Development Corporation. He is responsible for providing strategic leadership to the Diverse Business Development (DBD) team that supports diverse businesses and communities statewide. Primary roles s leading the DBD staff and being responsible for operations within the DBD unit. The Senior Director interacts with other state agencies, WEDC staff, and external partners to design strategies to positively impact the economic well-being of diverse businesses statewide.

Eugene previously had been in the banking industry for twenty-five years and in various roles and capacities. His last position was Vice President of Community Lending at US Bank Home Mortgage Wisconsin. Before rejoining US Bank for fourteen years, he served as the Vice President of Community Development Banking for PNC Bank. In that role, he provided direct support to community social services organizations with financial resources to increase homeownership, enhance small businesses' growth, and support economic development through catalytic projects in southeastern Wisconsin.

Eugene attended The College of the Holy Cross in Worcester, Massachusetts, where he developed his passion for social responsibility as a student majoring in history. He has continued his education locally at Cardinal Stritch University, earning a bachelor's Science Business Administration, a master's degree in Business Administration and currently successfully defended his research as a Doctoral Candidate in his studies of Leadership for the advancement of Learning and Service.

Eugene continues to serve on numerous nonprofit boards and advisory councils throughout the Milwaukee area. He serves as a mayoral appointment as the vice-chairman of Milwaukee Metropolitan Sewerage District and Employs Milwaukee. He is highly passionate about his work within disenfranchised communities and is committed to making it his life's work to help in enhancing the quality of life in Milwaukee. Although committed to community work, his true passion is raising his three boys, Gabriel, Emanuel, Mateo, and daughter Malia, with his wife, Gladys.

Doctoral Research

Manzanet's dissertation examines the evolution of a group of thirty social service nonprofits and how they make (or do not make) the necessary strategic adjustments as a business to evolve and, at times, reinvent themselves to stay relevant to the populations they serve. At the center of my study is a Cardinal Stritch University initiative: Mission Fuel. This initiative applies a business accelerator model to assist nonprofit leadership teams with developing and implementing strategies to diversify revenue streams, become more entrepreneurial, and ultimately realize a more stable and self-sustainable future. Mission Fuel supports the skill development of nonprofit leaders to address various complex challenges in an economically sustainable and holistic manner. (Cardinal Stritch University Mission Fuel <https://www.stitch.edu/missionfuel#testimonials>)