

## **Bios of Panelists for TEDC Webinar, May 5<sup>th</sup>, 2021**

### **Alfreda Norman**

Senior Vice President, Federal Reserve Bank of Dallas

Norman oversees the Dallas Fed's communications and public outreach programs, which support healthy economic growth and increased understanding of the economy and the Federal Reserve. She has responsibilities for corporate communications, digital communications and design, community development, economic education and financial industry outreach. Before becoming a senior vice president, she served as vice president of community development at the Dallas Fed, promoting economic inclusion for lower-income communities and individuals.

Prior to joining the Dallas Fed in 2004, Norman was one of the first neighborhood development officers hired by Bank of America in Texas, in charge of developing a strategic community development plan to extend credit to low- and moderate-income communities. In addition to banking, she has extensive experience working with the public and private sectors. She has held management positions at the City of Dallas Office of Cultural Affairs and The Container Store corporate headquarters in Dallas.

Norman provides leadership to many cultural and civic organizations. She is board chair for the Communities Foundation of Texas and serves on the board of the Dallas County Community College District Foundation, Southwestern Medical Foundation and Meadows Foundation. She also serves on the executive board of the Meadows School of the Arts at Southern Methodist University and on the advisory boards of Dallas Promise and the Commit Partnership. She is a member of the Dallas Assembly.

Norman holds a bachelor's degree from Southern Methodist University and is a graduate of the University of Virginia's Graduate School of Retail Banking.

### **Kseniya Benderskaya**

Senior Community Development Advisor, Federal Reserve Bank of Dallas

In her role, Kseniya is responsible for supporting the design and implementation of an inaugural round of Advance Together, a Fed-organized accelerator program that aims to foster collaborative leadership and inclusive economic growth in struggling communities across Texas. A key part of her work focuses on building a robust learning community for participating cross-sector partnerships in education and workforce development and to provide diverse local stakeholders with useful and timely supports to advance their collective impact projects in service of better outcomes for low-income families and people of color.

Prior to joining the Dallas Fed, Kseniya spent over six years at the Federal Reserve Bank of Boston where she led the first round of the Working Cities Challenge, a grant competition to strengthen leadership and social innovation in New England's smaller postindustrial cities. She also served as a Senior Associate at BlueWave Capital, a Boston-based commercial real estate and renewable energy company specializing in solar photovoltaic project development.

Kseniya's professional and academic interests include a number of topics related to communities' civic infrastructure and how places can build effective and inclusive local coalitions to address complex public problems in ways that promote enduring change. She has authored and published a number of articles exploring these inquiries in both American and Eastern European contexts and hopes to make this literature more accessible and relevant to practitioners interested in collective impact work.

She received her master's degree in urban planning from Harvard University Graduate School of Design and completed her bachelor's degree at Duke University.

**Amy Hall**

Strategic Initiatives Manager, Workforce Solutions of West Central Texas

Hall is strategic initiatives manager for Workforce Solutions of West Central Texas and coordinator of the Big Country Manufacturing Alliance (BCMA). BCMA is a cross-sector partnership based in Abilene that seeks to increase regional employment in middle-skill, high-wage manufacturing careers. The partnership was recently selected as a three-year grantee of the Dallas Fed's Advance Together initiative. Previously while at Workforce Solutions, she was career and education outreach specialist for the organization. She holds a bachelor's degree from Black Hills State University and a master's degree from the College for Financial Planning.