

Nancy Gerardi, Regional Director

Nancy is the Regional Director of the Massachusetts Small Business Development Center's Northeast Regional Office, a position she has held since June 2019. In this role, Nancy is responsible for overseeing and providing guidance to entrepreneurs and small business owners. Prior to joining the MSBDC, Nancy was the owner of Gerardi & Associates LLC, a tri-state real estate transactional law firm. Nancy's educational background includes a Bachelor of Science degree from Salem State University and a Juris Doctor (J.D.) from the New England School of Law. Her educational journey has equipped her with a diverse skill set and a comprehensive understanding of legal and business principles. Nancy brings a wealth of knowledge and a passion for helping small businesses thrive to her role as regional director at the MSBDC.

Kaitlin Muldoon, Client Services Coordinator

Kaitlin joined the staff of the Massachusetts Small Business Development Center's Northeast Regional Office as a client services coordinator in December 2019. Kaitlin oversees running timely and relevant workshops for new and existing clients on a various range of topics from Starting a Business to Financials. Prior to joining the MSBDC, Kaitlin was a member services counselor for AAA Northeast. Kaitlin holds a Bachelor of Arts degree in Communications from Salem State University with a minor in Sociology.

Awilda Irizarry, Senior Business Advisor and Financial Specialist

Awilda has over seven years of experience in banking. Her areas of expertise include all phases of small business operations, including business planning, financing, and market research. Awilda is fluent in both English and Spanish and is familiar with the Hispanic market from soup to nuts. As a business advisor, Awilda helps business owners build sales and marketing operations.

Rosa Taormina, Business Advisor and Certified Digital Marketing Professional

Rosa joined the Massachusetts Small Business Development Center in 2021 as a CARES Act advisor in the Northeast Regional Office where she assisted Massachusetts small businesses in navigating over \$50M in federal COVID relief. A year later, the regional director hired her as a core advisor. Rosa is a Certified Digital Marketing Professional working with businesses to understand and improve their digital marketing efforts. She holds a BA from Providence College and a JD from Massachusetts School of Law. In her spare time, she runs her own small business where she specializes in making and selling handmade goods.