

Paula Wittekind
Arizona State Star Bio 2023

Paula Wittekind has been instrumental in the success of numerous small businesses in Arizona since 2016 when she joined the Arizona network as a counselor for the Maricopa SBDC Center. With over 15 years of experience as an award-winning business owner, she has provided guidance and support to over 900 small businesses to help them overcome challenges and achieve success. During the COVID-19 pandemic, Paula served as the Maricopa Center Cares Program Supervisor, planning and facilitating training programs.

In September 2021, she assumed a new role within the Arizona network as the Professional Development and Training Workshop Manager. Combining her training, small business ownership, and counseling experience she provides direction of client training in alignment with SBA and Arizona network initiatives and works to establish partnerships and connections to expand the reach of the Arizona SBDC network.

Closing training and collaboration gaps, she developed a New Employee Foundations online training program, Center IC online training and procedures, and planned All Hands network events, coordinated counselor tools training, launched the LINK intranet platform, and initiated quarterly Network Learning Council meetings.

She remains dedicated to providing programs, fostering collaboration opportunities, and offering unwavering support to her colleagues across the state, enabling them to deliver high-quality services to their small business clients and communities.