



## Jill A. Baker Director of Research



Jill A. Baker, Director of Research for the National Women's Business Council, is an experienced research professional, with 10 years of research experience in the private and non-profit sectors.

At the Council, Baker directs a research program that addresses various issues of concern to women business owners and serves as a platform for policy and program recommendations to Congress. Topics addressed in Baker's research program at the Council will include: increased access to affordable health care; access to capital; access to federal contracts and international markets; and access to the information and expertise women business owners most need to succeed. Baker retains and manages external research providers, conducts secondary analysis using existing research, and produces written summaries and briefs for published Council reports. Additionally, she tracks policy research conducted by business associations, academic institutions and other entities involved in external business research.

Previously, Baker served as Research Program Manager for the Center for Women's Business Research. At the Center, Ms. Baker managed the development, execution and delivery of research projects that documented the economic and social

contribution of women business owners and their enterprises worldwide. Key projects included a compendium of national statistics on women business owners and their firms (which is widely used by Federal, state and local policymakers), and the number and economic impact of minority women-owned firms.

Prior to joining the Center in 2001, Baker spent seven years at Information Resources, Inc., a market research firm focusing on the consumer packaged goods (CPG) industry. As a Director in the Analytic Insights Group, she identified and assessed consumer-related client business issues and served as a consultant, providing insights to manufacturers and retailers to allow them a better understanding of consumer purchasing choices in the CPG industry.

Baker has a Bachelor of Arts in psychology from the University of Virginia and an MBA from Yale University's School of Management.