



**Susan Bari**  
President  
Women's Business  
Enterprise National Council



Susan Phillips Bari is President of the Women's Business Enterprise National Council (WBENC), the leading advocate for the advancement of women owned businesses as vendors and suppliers to the nation's corporations. As a founding architect of WBENC in 1997, Bari as President has grown the organization to become the nation's leading third-party certifier of businesses owned and operated by women.

As head of WBENC, Bari is committed to fostering diversity in the world of commerce by expanding opportunities and eliminating barriers in the marketplace for women business enterprises. Her ongoing dedication to these goals is illustrated by Bari's own career path through the private, public, and non-profit sectors.

Bari started out in the early '70s as a maverick, the first woman to be an independent manufacturer's representative in the textile industry and subsequent owner of manufacturing and consulting businesses. In 1986, while serving as an Associate Director of the Office of Presidential Personnel, she entered the public advocacy arena on behalf of women business owners as the Chair of then President Reagan's Interagency Committee on Women's Business Enterprise. Her positions enabled her to influence the Federal appointments of prominent women such as Elaine Chao and Lynne Cheney. From 1990 to 1995 she continued to champion women business owners as a founding Executive

Director of the American Women's Economic Development Corporation Washington Regional Training Center, assisting more than 2,000 women with the start-up and growth of their companies. In 1994, she received the Small Business Administration's Small Business Advocate of the Year award for Women in Business for the Washington, D.C. region.

A staunch believer in the importance of well-run nonprofits, Bari served as President of the Nonprofit Management Corporation from 1995 to 1997. Here Bari counted among her clients the Office of Women's Business Ownership, U.S. Small Business Administration; the National Women's Business Council; The Leadership Institute, and Women Incorporated.

In 1997 Bari was appointed by Virginia Governor George Allen to a four-year term on the Board of Visitors of Virginia Polytechnic Institute and State University, from whose Pamplin College of Business she received her MBA degree. She is a member of the Women's Leadership Board of the John F. Kennedy School of Government, Harvard University, the Board of Directors of World Healthcare Systems, a privately held minority-owned company, the Diversity Council of Merrill Lynch and the Women's Advisory Council of Wells Fargo Bank.