



Jean Kristensen

President

A small business and MWBE growth specialist, advocate, executive coach, and trainer, Jean Kristensen is a woman on a mission to help others achieve their missions. Whether mentoring budding entrepreneurs, developing growth and marketing strategies for small businesses, or consulting government agencies or prime contractors on fulfilling participation goals with qualified vendors, she is uniquely skilled at supporting clients to reach their next level of success with measurable improvements and increases in revenue.

After years of working her way through the ranks and providing operational and administrative leadership in non-traditional industries for women, Jean parlayed her skills and experience into a successful entrepreneurial venture; Jean Kristensen Associates (JKA) in 2007. Through her firm, Ms. Kristensen has supported and coached thousands of businesses and individuals in core development areas including sourcing opportunities, forming strategic alliances, marketing, government contracting, and workplace wellness. Best known for her expertise in MWSBE certification and outreach, she continuously breaks barriers by assisting small, minority, and women owned firms develop and grow as well as help large companies connect with viable, quality MWSBE partners. JKA is a certified MWBE with many agencies including the Women Business Enterprise Council, NYC Small Business Services, Port Authority of NY and NJ, the NY/NJ Purchasing Council, and the Greater New England Minority Supplier Development Council.

Jean Kristensen is also an accomplished trainer and curriculum developer; designing and delivering technical and soft skills instruction to both aspiring and experienced entrepreneurs. In fact, her signature program, MWBE Success, a toolbox series of workshops, trainings and one-on-one coaching has been procured by several not-for-profit and government agencies in the greater New York area.

Her work in the small business and MWBE community has been recognized by the Brooklyn Chamber of Commerce, Empire State Development Corporation, the Dormitory Authority and ASIS Women in Security. In 2016, Jean was named as one of the "Top Women to Watch in Real Estate" due to her recent development work with female entrepreneurs in the construction industry.