



Brenda B. Hopper (2018)

CEO & State Director

America's Small Business Development Centers - New Jersey (NJSBDC)

Brenda B. Hopper is the Chief Executive Officer/ State Director of the New Jersey Small Business Development Centers (NJSBDC) network. The NJSBDC network is part of a national partnership between the state and federal governments, the private sector, and colleges and universities. The NJSBDC network consists of twelve (12) full service Regional Centers and twenty plus affiliate offices headquartered at Rutgers Business School, Newark and New Brunswick.

The SBDC program is designed to provide the highest quality of business assistance services to established enterprises and promising new starts. It specializes in Business Planning, Management Strategy, Growth Strategy, and Loan Packaging. Specialty services include E-Commerce Management, International Trade, Government Procurement, Dynamic Markets and Technology Commercialization.

Ms. Hopper has held several positions in small business, housing and economic development, including Senior Vice President of the Philadelphia Economic Development Corporation, Director of Small Business and Retail Assistance in Jersey City, and the owner of two small businesses.

Ms. Hopper holds a Master's Degree in finance and marketing from Rutgers Business School with an undergraduate major in economics and business from the Rutgers College of Arts and Sciences.

Her professional and community activities have included being a Board Member to the Bright Mind's Institute for Autism, Community Advisor of The Ron Thomas Small Business Forum and various local banks; Chair of the Association of Small Business Development Center's Minority Outreach Task Force and Board Chair to Crest Community Development Corporation. Member of the National Association of Female Executives; National Association for the Advancement of Colored People; New Jersey Association of Women Business Owners. Ms. Hopper also served as a trustee of the Hoboken Waterfront Development Corporation, International Minority Business Corporation and on the Editorial Board of the Small Business Forum. She is a member of Omicron Delta Epsilon, an International Honor Society in Economics.

Recent accolades and acknowledgments include NJBIZ's ICON Honors Award, the City of Camden's African American Women Achievers Award, Outstanding Achievement Award, Kappa Alpha Psi - Burlington and Camden Chapter, National Association of Women Business Owners: Small Business Supporter, Unsung Hero's Award from Winston – Salem State University and was recognized in the National Register's Who's Who in Executives and Professionals.

Ms. Hopper has appeared as a small business expert and guest lecturer on numerous television and radio programs, and has presented at local and international small business conferences.