



Where Businesses Go

**TO GROW**

## NJSBDC Biography



### **Deborah K. Smarth**

#### ***Chief Operating Officer/ Associate State Director***

Deborah Smarth is the Chief Operating Officer and Associate State Director of America's SBDC New Jersey, headquartered at Rutgers Business School (Newark-New Brunswick). In this capacity, she directs strategic planning, government relations, communications, and external partnerships. She oversees the performance of 12 centers statewide, specialty programs and general operations collaborating with the CEO/State Director to advance the network's mission and overall performance. She advocates for the network at the State Legislature, engaging with the NJ Business Action Center and Governor's office. In 2006, she authored a report to the Legislature and Governor entitled "A Strategic Blueprint for Small Business Growth: Strengthening Business Opportunities in New Jersey."

Prior to joining the NJSBDC full-time, Ms. Smarth served as a government affairs consultant, conducting her own business. She also taught political science courses at a state university and community college. She has worked in the area of public policy/legislative affairs since receiving her graduate degree. She holds a Master's degree in National Politics and Policy from Columbia University.

Ms. Smarth served as Director of Corporate Affairs at a small solar engineering company in Pennington, NJ and as Legislative Associate at The Motion Picture Association with locations in New York City and Washington, D.C.

As the Director of Policy and Planning, and Senior Policy Advisor, at the New Jersey Legislature for more than a dozen years, she specialized in business and economic development issues, directing special policy task forces composed of private/public sector members. She authored public policy reports on diverse topics, formulating policy initiatives and legislation. She received the Legislative Award of Recognition from the New Jersey Association of Women Business Owners for her leadership efforts concerning home business legislation (2000). Prior to the Legislature, Ms. Smarth directed national grassroots legislative advocacy for a non-profit, educational think tank foundation headquartered in Washington,



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D.C. As a researcher at Columbia University Graduate School of Business, she authored a paper on municipal services.

She is the author of a book entitled *America's Lost Opportunity: Stolen Victories 2012*, concerning the 2012 presidential election, released in August 2013; a second edition released in October 2015 also covers the 2016 presidential race.

She has been interviewed by various news, business publications and cable television concerning public policy issues/small business topics. She has moderated and presented at business events including the annual America's SBDC national conference. In 2008, she was a recipient of the State Star award from the national Association (America's SBDC) - for her contributions made to the NJSBDC program - in Chicago, Illinois at its national meeting.