

## BARBARA BAGDEN ROBERTS

**We are pleased to announce the appointment of Barbara Roberts as facilitator/coach for our new Community Business Peer Network Program.**

Barbara's background in running her own businesses and her experience in starting and running small business peer networking and learning groups makes her the ideal leader for this new program. Since selling her fourth entrepreneurial venture in 2004, Barbara has been coaching/consulting owners of small to mid-sized businesses particular and facilitating strategic planning retreats and peer-to-peer learning groups. She has been trained in coaching and facilitation by the Edward Lowe Foundation, The Hudson Institute of Santa Barbara, The Women Presidents Organization, Tiger 21, Julia Cameron (author of *The Artist's Way*) and The International Association of Facilitators. She also is a regular speaker on small business issues and has spoken at conferences sponsored by Inc. magazine, Ernst and Young, the Women Presidents Organization and the Committee of 200.

Prior to becoming a serial entrepreneur and facilitator, Barbara worked on Wall Street for 15 years, holding senior positions in securities research, investment policy and marketing at Blyth Eastman/Paine Webber and Dean Witter. Immediately before leaving Wall Street, she was Senior Vice President, Director of Capital Markets Marketing for Dean Witter and was the first woman on Dean Witter's Board of Directors. She also served on its stock selection, economic policy and investment strategy committees. Upon leaving Wall Street, she was featured in an article in the Wall Street Journal where she coined the term "The Glass Ceiling". She then transitioned to entrepreneur by becoming the COO of Pryor Ezcel, a "disaster", primarily owned by Sir James Goldsmith, and worked under "chainsaw" Al Dunlap. After staying through its chapter 11 and dissolution, she committed herself to only positively turning around old companies.

In the last 15 years she is best known as President and CEO of FPG International and then Acoustiguide. As President of FPG (formally the Freelance Photographer's Guild) from 1990 to 1997, she took that company from a stodgy 60-year-old stock photography agency with revenues of \$7 million to a \$45 million world-renowned and technologically state-of-the-art company, known for its highly creative photography and first-rate client service. When she successfully sold the company in 1997 for \$60 million, it employed 220 in New York, represented 1,000 photographers, and had 40 affiliated companies around the world. As FPG's President, Barbara developed one of the first digital databases and cd and on-line delivery systems for millions of photographs and was recognized as an early champion of the portrayal of non-white and non-traditional models in commercial photography. For this, President Clinton presented her with Norman Lear's Business Enterprise Award for "acts of courage, integrity and social vision". The story of how she turned around FPG is used as a Harvard case study of a highly successful socially responsible business.

As President of Acoustiguide from 1999 to 2004, she once again restructured a 40 year old company to an award-winning audio content and state-of-the-art technology developer, supplying audio services to museums, corporations and historic sites worldwide. She also chaired joint ventures with the Chinese government and the Japanese company, Denon, to bring high quality audio content and technology to their museums and historical sites.

In the non-paid part of her life, Barbara has been especially active in the promotion of economic development for women worldwide, which has led her to serve on many boards and to help start many non-profits devoted to women. In addition, Barbara has worked tirelessly to build stronger New York City educational and arts organizations and for this has been presented with many awards including the Mayor's Volunteer Award, the Cus D'Amato "Unsung Hero" Award, and the Chase Manhattan Small Business Leadership Award. She has been featured on NY1 as "New Yorker of the Week" for her work with inner-city high schools and in 1995 was chosen by the New York City Partnership to be a prestigious David Rockefeller Fellow as a specialist in urban arts and education issues.

She also is well known as an advocate for and speaker on small business issues. She has served as Chair of the Federal Reserve Bank of New York's Small Business and Agricultural Advisory Committee

and for over 10 years has been very active in developing downtown Manhattan as a board member of the Union Square Partnership, formerly the 14<sup>th</sup> Street Local Development Corp./Business Improvement District. In both of these organizations she worked closely with other small business owners including the owners of the Union Square Café, the Coffee Shop and Rothman's clothing store to develop seminars and marketing programs to grow their businesses. For over 10 years she has also facilitated and coached a number of entrepreneur peer learning groups including groups for the Women Presidents Organization, WBENC, the Committee of 200 and Tiger 21. Clients in these groups have included Galo Shoes, Diana and Jeffrey clothing store, Henagan Construction, Atria Café, Retail Solution Center and Eriksen Translations. Some of her private clients have included the Corner Hardware Store, the Grace Bay Hotel, the Knitting Factory, the Digital Nightclub Network and the producer of Project Runway.

She is a member of Suffolk County's Economic Development Board and was recently appointed the Southampton Commissioner on the Suffolk County Planning Commission as an expert in small business issues. Barbara has an Economics and Philosophy degree from Goucher College and lives and works in New York City and Sag Harbor, NY.