

Dr. Marsha Gordon
President/CEO, The Business Council of Westchester




SESSION: Economic Development – Global Forces Shaping Local Markets

As leader of Westchester County's largest and most influential business organization, Dr. Gordon brings more than 25 years of community, commerce, and leadership experience. Under her leadership, BCW has tripled its membership, which includes leading global companies that call Westchester home, the major hospitals, educational institutions, entrepreneurially owned companies, 150 not-for-profit in all sectors, and many mid-size and small businesses that are the engine of our regional economy. The organization developed programs, information resources, and services to meet the needs of the County's diverse business community and become a lead advocate for business and economic development in the region and New York State. Marsha Gordon is widely considered to be an authority on the business climate in Westchester County, as well as one of the most effective connectors of businesses of all sizes and community-based organizations.

Dr. Gordon has been president of The Business Council of Westchester since 2001. She was also president of Build the Bridge Now, which helped to fast-track the building of a new Tappan Zee Bridge. Governor Hochul appointed Dr. Gordon as co-chair of the Mid-Hudson Regional Economic Council, resulting in \$815,000 invested in the region for infrastructure, workforce training, and economic development, including Life Sciences, health care, and advanced manufacturing sectors. She was recently named as the third most powerful person in Westchester County by City and State NY, and on the Power 100 list for NYS Economic Development Professional.

Dr. Gordon has led the Business Council on many exciting initiatives, including a robust data exchange utilized by the business, government, and not-for-profit sector, development of the Westchester Innovation Network (WIN) focused on innovation as the foundation for economic



development with a lens on healthcare, technology, and educational technology, and a Talent Recruitment Campaign.

Marsha Gordon serves on multiple boards and task forces, including the Business Council of New York State (Vice President), the Westchester-Putnam Workforce Investment Board (Executive Committee), focusing on job placement for employees and talent recruitment for employers, and the New New York City Panel appointed by Governor Hochul to reimagine the NYC economy post-pandemic. Prior to joining BCW, Dr. Gordon was president/CEO of MetroPool, a not-for-profit organization that promotes alternative transportation options, and led the Greater Southern Dutchess Chamber of Commerce. She holds a BA from Brooklyn College, an MBA from Marist College, and a Doctorate in Business Administration from Pace University.

