

PAULA FONTANA
VICE PRESIDENT, STRATEGIC PROGRAMMING INITIATIVES
NBMBAA®



Paula Fontana was created to inspire and motivate others to be the best version of themselves in both her personal life through motivational Spoken Word, as well as her professional life through targeted programming and coaching.

Prior to joining the Association, Paula worked in MBA Career Management for 9 years where she developed and implemented student advising strategies and programming. While at Emory University's Goizueta Business School, she managed the career programming targeting diversity students and national MBA diversity conferences to increase student participation and success rates.

Before pursuing a career in higher education, Paula has 12 years of experience in marketing research and brand management in the consumer-packaged goods and textile industries. Paula earned her MBA from the University of Georgia and her Bachelor of Science degree from Purdue University.

Paula's commitment to understanding customer needs and creating products and programming to fill those needs, intertwined with her passion for impacting and enriching lives through diversity initiatives provides the platform to make an impactful difference in serving National Black MBA Association® members.