



**Pasadena City College
Small Business
Development Center**

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Small Business
Development Centers
Los Angeles Regional Network

SALVATRICE CUMMO

Director

Pasadena City College SBDC

Salvatrice Cummo has a unique perspective on what it takes for a businesses to succeed by having worked in family businesses, publicly traded companies and not-for-profits. Her experience started during high school working in her family business. She helped play an integral role in the daily operations, customer service and marketing.

Salvatrice left the family business in order to pursue her education. She graduated from Cal Poly Pomona University with a degree in retail management. She was immediately hired by Macy's West and quickly rose the corporate ladder. During her tenure at Macy's West, she increased year-over-year sales, reduced employee turnover and made her stores highest ranking among the region.

Despite all of her success, Salvatrice's true passion was for small businesses. She left Macy's West and began working for the Montebello Chamber of Commerce as their Director of Small Business. At the Chamber she assisted small businesses with marketing strategies, business plans, business connections and access to capital. During her six years with the Chamber, her work in helping small businesses also translated into never before seen income for the Montebello Chamber of Commerce.

In September 2013, Salvatrice decided to take her knowledge and skills to a much wider audience and accepted the position of Director for the Pasadena Small Business Development Center (SBDC), a program funded by the Small Business Administration (SBA) and Pasadena City College. Her role is to provide businesses with no cost one-on-one consulting with industry experts in areas that include, butnot limited to, marketing, accounting, software training, legal, employee relations, access to capital and business planning just to name a few. In the few months that Salvatrice has run the center, she has helped individuals make their dreams of starting a business into a reality and has helped businesses improve their business acumen in order to obtain their goals. Salvatrice's interest in small business is also seen in her advocating efforts on behalf of small business at the federal, state and local levels.

The Small Business Development Center hosted by the Pasadena City College is located at 3035 E.



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