

**FOR IMMEDIATE RELEASE**

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**PENINSULA COUNCIL FOR WORKFORCE DEVELOPMENT NAMES ASSISTANT VICE PRESIDENT FOR PRIVATE/PUBLIC PARTNERSHIPS**

FEBRUARY 8, 2017 - The Peninsula Council for Workforce Development has selected Lisa Wornom-Zahralddin as the new Assistant Vice President for Private/Public Partnerships. Lisa Z. has a diverse background in workforce development, entrepreneurial activities, business development, project management, social media, secondary education, and marketing.

Lisa Z. was previously the State Certified Peninsula Worklink One-Stop WIOA Program Manager for nearly five years. She established the Peninsula Partnership Business Services Team (PPBST) and received the Hampton Roads Employer Inclusion and Diversity Initiative (HEIDE) Award. Prior to that she was the Hampton Roads Regional Business Development Manager for VA Department for Rehabilitative Services for seven years and facilitated the Commonwealth Workforce Networks.

She recently became a Certified Facilitator and Master Trainer for the Workplace Excellence Series; a nationally recognized work readiness series developed by business leaders, a workforce development board, and community college in the DC/Maryland region. Lisa Z. was elected, by her Virginia workforce development peers, to the Board of the National Association for Workforce Development Professionals (NAWDP). She is also a nationally Certified Workforce Development Professional (CWDP).

Lisa Z. is a native of the Greater Peninsula area with undergraduate degrees from both Virginia Tech and Old Dominion University. She obtained her MS in Occupational and Technical Studies from Old Dominion University. Currently Lisa is focusing on aligning Economic Development partners with Workforce Development partners, developing Cyber Security training programs for K-12 and beyond, mentoring projects for succession planning in organizations, and expanding Registered Apprenticeships on the Greater Peninsula.

Her role at Peninsula Council for Workforce Development will involve realigning industry clusters, investor relations, special projects, and business initiatives.

Lisa Z. is an active LinkedIn member and can be found @ <https://www.linkedin.com/in/lisazahralddin>.

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