



## Entrepreneurship and Innovation NJCU—Jersey City Connect Project

### New Steering Committee Member Donna Bernard

Jersey City, August 2020— The IDR is pleased to announce a new addition to the IDR NJCU Entrepreneurship and Innovation [Steering Committee](#). Donna Bernard, founder of Donna Bernard Enterprises with over 30 years of corporate business development and CSR experience in her field is a value both for education and for students who will become future leaders.

Ms. Bernard's long career as a highly successful Sales Executive began in the late 1980s where she worked on Wall Street as an Account Manager for Wolters Kluwer. Most notably, however, she was an Account Manager at Thomson Reuters for 18 years. Ms. Bernard's "research with insight and guidance," helped her become instrumental in building Thomson Reuters into the powerhouse it is today. A purveyor of new technologies and software, Ms. Bernard applies her passion to establishing herself in her field. The IDR celebrates the motivation Ms. Bernard possesses to support students as future leaders.

With Corporate Social Responsibility in mind, she has already mentored companies that have insightful perspective on the concepts of innovation and entrepreneurship. An example of an amazing company that Ms. Bernard and the IDR recently interviewed is GrowSquares. [GrowSquares](#), a customized gardening solution for consumers, is a paradigm for connecting business and carbon footprint reduction in the 21st century. Ms. Bernard has built a career and established herself as a driven and caring individual who understands companies' goals and why investment in education is part of those successful business plans. She connects companies with innovative products that can act as models both for mentorship of the entrepreneurs as well as opportunities for students.

"Whenever you need to start on a project, you need the right team," says Ms. Bernard. The IDR connects business and students for the development of a perfect combination to position business and future talent in this next generation global arena.

### **About Us**

The Institute for Dispute Resolution at New Jersey City University promotes sustained economic and commercial success rooted in Foreign Direct Investment (FDI), promoting collaboration through international mediation and negotiation practices grounded in theories of business and behavioral sciences fostering global commerce through entrepreneurship and innovation modalities.

[www.njcu.edu/idr](http://www.njcu.edu/idr)

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