



Trina Fleming Chief Operating Officer

As WHW's Chief Operating Officer, Trina oversees all administrative and back office operations of WHW, helping the organization to deliver measurable and cost-effective results. Her wide range of responsibilities include Human Resources, the shaping of WHW's brand message, development and implementation of WHW's strategic marketing and communication activities, purchasing, organizational policies, the management of WHW's retail store, Deja New and management of WHW's technology infrastructure and facilities as well as special projects designed to increase the organization's capacity, efficiency and awareness in the community.



Trina sat on the Board of Directors of the Orange County chapter of the National Association of Women Business Owners (NAWBO-OC) from 2011 to 2018 and was voted member of the year in 2009. Trina is the Communications Chair of Marketplace Women of Orange County, an organization that inspires women to integrate their professional, personal and spiritual lives and is the Board Chair of the Women's Business Institute, a non-profit organization that supports the education of women entrepreneurs. Trina is also a member of the Advisory Council for the Finestone Leadership Institute at California Southern University and a member of the Advisory Council for Leadership In Heels, a women's speaker series designed to motivate, inspire, educate and equip women to see themselves as leaders and pivot their lives forward personally, professionally and in the community.

In 2011, Trina was selected by Farmers and Merchants Bank as one of their Women of Courage, an award that celebrates courage and honors brave women who have made notable strides in business and community service. In 2015, Trina was invited to be the keynote speaker at the Regional Conference of Students Consulting for Nonprofit Organizations (SCNO) where she presented on "The Business of Nonprofits." And in 2017, Trina was nominated for the Orange County Business Journal's Women in Business Award.

Education:

Master of Business Administration, Webster University

Bachelors of Science, Management Information Systems, Vanguard University

About WHW: WHW is a 501(c)(3) that provides the unemployed and underemployed the skills and resources they need to get and keep a good job. Since 1993, WHW has served over 100,000 job seekers at no charge, many referred by over 275 partner agencies. Each year thousands of job seekers participate in programs focused on making each of them the most marketable candidate for the job they seek. Programs include: Employment Readiness Workshops, Computer Training, Job Placement Assistance, Employment Retention Assistance and Professional Apparel. For more information on WHW and how you can support our job seekers, please visit www.whw.org.

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