

## **Jiyoung Park - Associate Administrator for Small Business Utilization**

Jiyoung Park was appointed Associate Administrator of the U.S. General Services Administration's Office of Small Business Utilization effective October 13, 2009.

In her role, Park manages and oversees GSA's small business policies and programs. The Office of Small Business Utilization strives to expand opportunities in federal government procurement for small, disadvantaged, woman-owned, historically under-utilized business zone, and service-disabled veteran-owned small businesses.

Park's office provides many essential resources to help small businesses compete, including monthly webinars and events around the country on how small businesses can obtain a GSA schedule contract and how to market to the federal government.

Before coming to GSA, Park worked at Touchstone Consulting, where she led project teams supporting communications, strategy and program management efforts for clients at the U.S. Agency for International Development, the National Science Foundation and the U.S. Small Business Administration.

Park has a bachelor's degree from Georgetown University and a master's degree in organization development from George Mason University.