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## Zoom On: Chelsea Beecher - Innovator of the Year



**Chelsea Beecher**

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Chelsea Beecher serves as the Director of Development for the American Heart & Stroke Association in New York City. She led the launch of [STEM Goes Red](#) in New York City and received the Innovator of the Year Award in 2018 for this initiative. STEM Goes Red aims to empower young women to pursue science, technology, engineering, and math (STEM) careers, and arm them with tools and resources to experience good health and wellbeing. The initiative is successfully inspiring high school girls to pursue STEM degrees in higher education, and closing the gender gap in STEM careers. **HealthManagement.org** asked Chelsea a few quick questions regarding her work, her interests and her future aspirations.

### ***What are your key areas of interest and research?***

- Health and Wellness
- Scuba Diving and Ocean Conservation
- Martial Arts; Muay Thai
- STEM
- Nonprofits, Corporate Social Responsibility, and Social Impact

### ***What are the major challenges in your field?***

I'm in nonprofit development and there is a ton of competition in the field. From my perspective (not the perspective of the AHA), there has always been competition between other nonprofits, but lately there has been a rise in for-profit companies building their own Corporate Social Responsibility arms and devoting time and resources to their own programmes. For instance, there are many companies that are starting STEM programmes, which is fantastic; however, what's special about STEM Goes Red is that the funds raised also help find cures for heart disease and stroke. We're making an incredible impact by connecting young women to mentors and engaging them in STEM activities outside the classroom, but we are also funding more heart and stroke research, community programmes, tools, and resources.

### ***What is your top management tip?***

Never give up. Believe in your hard work and serendipity.

### ***What would you single out as a career highlight?***

Launching STEM Goes Red for the American Heart Association in NYC, receiving the 2018 Innovator of the Year Award, being the #1 STEM Goes Red campaign in the country for revenue generation, and the first Go Red For Women campaign in AHA history to hit the \$2 million milestone.

***If you had not chosen this career path, what do you think you would have become?***

I had intended to pursue a law degree while in undergrad but earned a Master's in Public Administration with a concentration in Nonprofit Management degree instead. Therefore, I'd say I may have become a lawyer. If I lived somewhere warmer, I more than likely would be involved with a Scuba Diving operation.

***What are your personal interests outside of work?***

I'm a NAUI Scuba Instructor. I teach for Scuba Connection in Bergenfield, NJ, but love travelling to the Florida Keys and other tropical destinations for dive trips. I've also recently taken up Muay Thai, the martial art of Thailand, which is an incredible mental and physical workout, known as the Art of 8 Limbs.

***Your favourite quote?***

"Love all, trust a few, do wrong to none." – William Shakespeare

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