



Dr. CHERYL M. WATKINS-MOORE, M.B.A.

Dr. Cheryl Watkins-Moore currently serves as the President and CEO, YWCA Metro St. Louis. Our Agency is the region's leading advocate for the safety, security and stability of women and children. Our mission is eliminating racism and empowering women.

Previous to this role, Dr. Watkins-Moore was the Director for BioSTL's STEM Entrepreneurial Inclusion Initiative. BioSTL is a nonprofit organization focused in the life sciences that is a convener and a co-founder of St. Louis' robust start-up innovation community. In her role leading the region's efforts in driving diversity, equity and inclusion in St. Louis innovation, Dr. Moore was responsible for creating partnerships, processes and programming that strengthened the region's STEM entrepreneurial ecosystem. Her organization supported and provided a systematic pathway for talented women and minority entrepreneurs creating viable STEM-enabled ventures in our region. In a newly created role, Dr. Moore also served as BioSTL's Executive on Loan to Harris Stowe State University. In this role, she worked with the University to create and develop an inaugural entrepreneurship curriculum and Center for Innovation and Entrepreneurship for the students and community.

Dr. Moore is a serial entrepreneur having founded/co-founded several startups in our region including: co-founder of REAL Cannabis Co serving as Chief Strategy and Marketing Officer; co-founder and CEO of Accelerated Rehabilitation Technologies, LLC a technology development company focused in the rehabilitation market; and co-founder and co-host of the internationally recognized and regionally award winning Entrepreneurially Thinking podcast. She was invited to be an Adjunct Professor, Northwestern University Law School, in their Masters of Science in Law Program teaching entrepreneurship in this newly developed program.

Previously, Dr. Moore served as an Entrepreneur in Residence (EIR) with BioGenerator, a private investment firm created by BioSTL to identify promising technologies/services and facilitate the formation of successful, sustainable life science companies in the St. Louis, MO region. She has identified and provided mentoring as well as due diligence to early stage organizations with unique technologies in various markets and assisted them in raising initial capital funding. She was invited by Washington University's Skandalaris Entrepreneurial Program and Capital Innovators to mentor early stage companies in business analysis and business plan development. Dr. Moore has also served as a judge in several local and national business plan competitions including Washington University's Skandalaris' Business Plan Competition, Steve Case's Rise of the Rest National Tour (St. Louis) and Global Startup Weekend HEALTH:Bio (St. Louis).

Prior to Dr. Moore's entrepreneurial career, she served as Vice President/General Manager for the Integrated Biomarker Solutions business initiative of EMD Millipore, the U.S. subsidiary of Merck KGaA. Previous to this role, she served as Vice President/General Manager for EMD Merck Analytics Division, a +\$100M chemical and specialty analytics business, where she had full P&L responsibility and managed marketing, sales, technical service, pricing as well as distribution.

Dr. Moore holds a Master of Business Management from the Kellogg School of Management, Northwestern University and a Bachelor of Arts, Biology from Fisk University. She is a Doctor of Podiatric Medicine, earning her degree from Illinois College of Podiatric Medicine. She has led marketing teams that have won several awards for marketing innovations, including the American Marketing Association highest award, The Award of Excellence, and The Bronze Quill award.

Dr. Moore is an invited keynote speaker and panel participant on national, regional and local platforms in corporate, academic and startup industries. She has received numerous prestigious regional awards for leadership of BioSTL's Inclusion Initiative and featured in many local, regional and national publications including the peer-reviewed Nature Research Journal.

Dr. Moore is a Board of Trustees Member, Academy of Science--St. Louis; Board of Trustees Member, Goldfarb School of Nursing At Barnes Jewish College St. Louis; Education Advisory Board Member, The Magic House St. Louis; Board Member, St. Louis Civic Pride Foundation; Advisory Board Member, BALSAs Foundation; Advisory STEM Board Member, Viosera Therapeutics; STEM Advisory Board member & Senior Advisor for STEM Innovation & Entrepreneurship, Harris-Stowe State University; Board Member, Innovative Technology Education Fund; and an Advisory Board Member, Society of Physician Entrepreneurs, St. Louis.