

Andrea B. Reyes

Professional Profile

Nonprofit executive, sustainability educator, and organizational leadership practitioner with 17+ years of experience leading mission-driven organizations, developing leaders, and managing cross-sector partnerships across fashion, education, and global sustainability initiatives. Founder of the Sustainable Fashion Community Center and Executive Director of the NYC Fair Trade Coalition. Experienced adjunct professor at the graduate level (Parsons School of Design, Kent State University, LIM College, and FIT), published author, and international presenter. Brings deep expertise in leadership development, organizational change, ethics, and purpose-driven strategy within global fashion and creative industries.

Professional Experience

NYC Fair Trade Coalition - **Executive Director**

New York, NY

October 2016 - Present

- Lead a mission-driven nonprofit organization overseeing organizational strategy, program design, budgeting, staff supervision, and partnerships across education, industry, and government.
- Manage and mentor part-time staff, fellows, and collaborators, fostering leadership development and cross-functional teamwork.
- Design and implement large-scale sustainability and circular-economy initiatives, including complex, multi-stakeholder projects with global brands and cultural institutions.
- Spearheaded NYC's first permanent swap shop, diverting thousands of pounds of clothing annually while testing alternative business and consumption models.
- Oversee organizational systems including CRM implementation, fundraising strategy, and grant development.
- Represent the organization internationally through speaking engagements, collaborations, and educational programming.

A. Bernadette - **Founder**

New York, NY & Uganda

January 2013 - Present

- Lifestyle fair trade brand focused on education, consulting, fashion workshops and advocacy events in NYC & Uganda.
- Work with artisans, designing products to bring to U.S. market.
- Organize study abroad experiences bringing students for annual trips.

Teaching Experience

Adjunct Professor

New York, NY

Parsons School of Design

January 2025 - Present

- Masters-level instruction emphasizing systems thinking, leadership decision-making, and applied strategy through experiential and project-based learning.

Adjunct Professor

New York, NY

Kent State

September 2023 - Present

- Mentored students through applied research, capstone projects, and professional development in global fashion contexts.
- Courses taught: NYC Study Tour, Senior Capstone

Adjunct Instructor **New York, NY**
Fashion institute of Technology Jan. 2018 - Jan. 2021

- Courses taught: International Business Transactions, Corporate Social Responsibility, Global Sourcing, and Product Life-Cycle Management within the Sustainability Certificate Program.
- Emphasized ethical leadership, global supply-chain governance, and applied organizational decision-making.

Adjunct Professor **New York, NY**
LIM College September 2016 - June 2024

- Masters and Undergraduate Level Courses taught: Retailing, Global Retailing, Introduction to Fashion Business, Senior Fashion Merchandising Capstone, Sustainable Graduate Level: Product Development, Sustainable Source, Principles in Sustainable Fashion
- Designed and led capstone coursework focused on organizational strategy, leadership decision-making, and sustainability integration.

Academic History

Pace University **New York, NY**
Doctorate in Professional Current
Research focus: Executive leadership, ESG governance, and organizational decision-making

Fashion Institute of Technology **New York, NY**
Master of Professional Studies, Global Fashion Management Dec. 2012
Capstone: “Department Stores, Millennials, and the Triple Value Proposition”
Practicum: Participated in three international trade classes in Paris, Hong Kong and Shanghai

Fashion Institute of Technology **New York, NY**
Bachelors of Science, International Trade and Marketing July 2009
Practicum: Buenos Aires, Argentina
Honors: Cum Laude

Presentations

Center Rog Forum - Boundaries and Friction, Ljubljana, Slovenia	Nov. 2025
Global Sustainable Fashion Week - Soul of our Clothes, Budapest, Hungary	Jun. 2025
InHolland UAS - Marketing/Sustainable Master Classes, Haarlem, Holland	Oct. 2022
Green Fashion Week - Sustainable Fashion Workshops, Mediterranean	Sept. 2022
DePaul University - Fashion Revolution, Chicago, Illinois	Apr. 2022
Society for Ethical Culture - Fair Trade 101, New York, NY	Jan. 2020
Fair Trade International Symposium, Portsmouth, UK	Jun. 2018
UN DPI on NGO Sustainable Fashion Debriefing NY, New York	Nov. 2017

Publications

2020. “Apparel Costing” published by Bloomsbury Publishing, by Andrea B. Reyes, Andrea Kennedy, and Francisco Venezia

2018. “The Fair Trade 411” in Fashion Manuscript.

2018. “Marketing Ethical, Sustainable, and Fair Trade Fashion” in Bloomsbury Fashion Business Cases, by Andrea B. Reyes.

Fellowships & Grants

Citizens Committee - New Yorks for New York Award May 2024

The Fashion Institute of Technology Faculty Development Grant and Awards
Presented Marketing Ethical, Sustainable, and Fair Trade Fashion *June 2018*

Cotton Inc. International Market Research Grant - “Brazil - Cotton: Simply Sensual” -
First place winner and project leader May 2008

Affiliations

United Nations Environmental Association

Organization of Women in International Trade - New York Chapter

Fair Trade Campaigns - Mid-Atlantic Chapter

Untangling Circularity Cohort/Contributor

Leadership & Teaching Focus Areas

Organizational leadership • Leadership development • Ethics & purpose-driven management •
Systems thinking • Experiential learning • Global fashion & creative industries • ESG &
governance • Organizational change