



Small Business Finance



Penina Goodman

Senior Vice President, Brand Marketing

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40

YEARS

as the leader in
nonprofit lending

18.3

BILLION

Dollars in SBA Real
Estate Financed

105.8

MILLION

Dollars in Working
Capital Loans

165

MILLION

Dollars to
women, veterans
+ minorities

203

THOUSAND

Jobs Created
and Preserved

As a steadfast follower of the design-thinking philosophy, Penina Goodman has long believed in putting customers and their needs first. When you accomplish this crucial step as a company, your messaging and outreach resonates with your audience and drives results that meet your business objectives — from increasing brand awareness to driving growth.

Goodman leads with this customer-centric approach. The brand marketing strategy involves leveraging careful listening, empathy and innovation to meet the evident and unspoken needs of the audiences we serve, from the hard-working business owner to our trusted referral audiences. Essentially, we tell stories about how our business loans empower the individual borrowers and the communities in which they live and work. This is how we stand out in the sea of financial services competing for the attention and trust of the small business community.

Goodman's design and marketing portfolio and leadership record spans more than 20 years. Before joining CDC, Goodman worked with a slate of clients including Michael Jordan, W Hotel, Cymer Inc., Geppetto's Toys and Independent Financial Group. She has led and inspired collaborative teams through hundreds of branding and marketing initiatives — from concept through execution. Working in multiple industries has transformed Goodman into a stronger marketer, as it leads her to always consider many perspectives when creating a strategy.

Goodman is a proud native Michigander though began her career in Chicago, where she launched her first design studio. In 2003, she moved to San Diego and hasn't looked back, especially during the fall and winter months. Offline, you'll often find her cheering at Michigan football game watches, traveling to new places near and far, immersing in a good book, or hiking with her beloved rescue dog, Torrey.

Education:

- Bachelor's degree in psychology from University of Michigan
- Master's degree in graphic design from the Portfolio Center
- IDEO U certifications in design thinking

Current community involvement:

- American Marketing Association member
- Board of Governors of the University of Michigan Alumni Club of San Diego