

TRADEFUTURES

FOR IMMEDIATE RELEASE

TradesFutures Announces Marina Zhavoronkova as New Executive Director

Accomplished Workforce Strategist to Lead National Expansion of Union Construction Career Pathways

Washington, D.C. — April 22, 2025 — TradesFutures is proud to announce the appointment of Marina Zhavoronkova as its new Executive Director. Marina joins the organization with a deep and demonstrated commitment to expanding equitable access to high-quality careers and a track record of national leadership in workforce strategy, public policy, and program implementation.

As Executive Director, Marina will lead TradesFutures' efforts to scale Apprenticeship Readiness Programs (ARPs) nationwide, build innovative partnerships across the public and private sectors, and ensure more people—especially from underrepresented communities—can access family-sustaining careers in the unionized construction industry.

Prior to joining TradesFutures, Marina served as **Senior Advisor for Workforce Strategy** at the CHIPS Program Office at the U.S. Department of Commerce, where she developed and launched the **CHIPS Women in Construction Framework** and spearheaded strategies to grow the workforce needed to construct domestic semiconductor facilities.

Her extensive career includes roles as a **Senior Fellow for Workforce Development** at the Center for American Progress and **Assistant Secretary for Programs and Performance Management** for the Executive Office of Labor and Workforce Development in Massachusetts. Marina has also led youth workforce programs in New York City and began her professional journey as a high school English and Debate teacher in Houston, Texas.

Marina holds a Master's Degree from the Harvard Kennedy School and a Bachelor's Degree from New York University. She resides in Washington, D.C. with her husband and two children.

"TradesFutures is at the forefront of transforming workforce opportunity in this country," said Marina. "I'm honored to join this mission-driven team and lead efforts to ensure more people—regardless of background—can access life-changing union careers through the building trades."

With Marina at the helm, TradesFutures is poised to build on its momentum, strengthen its Apprenticeship Readiness Program network, and deepen its impact across communities nationwide.

###

Media Contact: Allison Balanc, TradesFutures | allison@tradesfutures.org | (202) 213-9171

About TradesFutures: TradesFutures is a non-profit corporation organized to develop, promote, and improve Apprenticeship Readiness Programs (“ARPs”). ARPs are educational programs that provide students with the fundamental skills and knowledge necessary to choose, obtain, and succeed in a formal, registered apprenticeship in the construction industry. TradesFutures is also dedicated to assisting women, veterans, and people of color in establishing and maintaining careers in the construction industry. Learn more about TradesFutures and its work to develop a more diverse and accessible quality construction workforce at tradesfutures.org.