

Minnesota SBA Honors Women in Business Champion

MINNEAPOLIS – Kathryn J. Mazon, Senior Business Development Lead, Supplier Diversity, Target, has been named the Women in Business Champion of the Year for the U.S. Small Business Administration’s Minnesota District Office.

The Women in Business Champion is selected annually to honor individuals who have fulfilled a commitment to the advancement of women’s business ownership. Natasha Fedorova, Program Manager of the Women’s Business Development Center-Minnesota, nominated Hansen for this award.

Mazon is a full-time executive dedicated to minority and women-owned business development both inside and outside of Target. Mazon devotes a significant portion of her time assisting diverse businesses, and women business owners in particular, to achieve their goals of successfully building their companies by doing business with Corporate America.

She has counseled numerous women’s businesses on doing business with Target by reviewing their executive presentations, advising on “Targetizing” their pitches, coaching on what Target buyers are looking to see, so that women have heightened opportunities to grow businesses by acquiring a coveted business partner like Target. Mazon deeply cares about women in business and works very hard with them on a regular basis to ensure they are up to date on the local giant’s culture, thus enabling them to “put their best foot forward.”

In today’s environment of corporate budget cuts and vendor reductions, Mazon has been a champion of women’s businesses in her efforts to sustain current female vendors to Target. She works tirelessly to identify new opportunities to preserve women suppliers within Target, engaging additional areas within the company to utilize current vendors.

Mazon successfully advocated for the collaboration with the Efficient Consumer Reponses Management (ECRM) to increase business and financial opportunities to men and other diverse businesses through the conference for private label b=foods and beverages. The one-on-one vendor-retailer conference – called Efficient Promotion Planning Sessions (EPPS) – is designed to showcase category suppliers to major retailers. She was instrumental in help to improve the vendor base at many of the EPPS and enable a number of opportunities for women to do business with Target.

She proactively collaborates with the national and local councils for the Women’s Business Enterprise National Council (WBENC), including the women’s Business Development Center (WBDC), and the National Minority Supplier Development council (NMSDC) to grow their membership base. Mazon is actively engaged in assisting woman-owned companies, as well as



other diverse businesses, to be considered for opportunities as suppliers to Target. She is also an avid proponent of offering educational programs and opportunities to network with other businesses to women and minority businesses, and has sponsored many through the Women's Business Development Center (WBDC-MN).

Mazon has two daughters and lives in Blaine with her husband.

For more information:

Kathryn J. Mazon
Senior Development Lead
Supplier Diversity
Target Corporation
1000 Nicollet Mall, TPN-1148
Minneapolis, MN 55403
612-761-4171
kathy.mazon@target.com

###