



HAYLEY M. JOHNSTON, MSW

WORK EXPERIENCE

Chaifetz Center for Entrepreneurship, Saint Louis University

Program Manager, Entrepreneurship | May 2022 - present

- Plan, coordinate, execute, and report on all center programs
- Lead the center's SLULaunch Healthcare & Geospatial Incubator
- Manage the SLU New Venture Accelerator Program
- Manage student workers and interns

- 2024-2025 Chaifetz Staff Assembly President
- 2024-2025 CSB Dean's Leadership Council Member
- 2023-2024 Chaifetz Staff Assembly Social Committee Member
- 2023-2024 Chaifetz Fellow
- Adjunct, Professional Effectiveness: Simulation, PMBA Program, Fall 2023

Hayley M. Johnston, LLC DBA The Sociable Celiac

Owner | July 2013 - present

- Website development and brand consulting
- Content creation, blogging, and community building for people with Celiac Disease and other chronic illnesses

Spark St. Louis Coworking

Community Manager | March 2021 - May 2022

- Manage daily operations
- Onboarding and offboarding of all members and partners
- Secured multiple national partners and collaborators for the Spark Coworking brand
- Cultivate the coworking community through online forums and events
- Generate sales leads through creative marketing, cold calling, and internet leads.

St. Louis Equity in Entrepreneurship Collective

Program Coordinator | Mar 2020 - March 2021

- Conduct day-to-day program coordination, implementation, and evaluation across multiple action teams
- Planned and executed a governance restructure
- Using STATA for an entrepreneurship benchmarking project comparing St. Louis to 11 peer cities

ITEN

Program Coordinator | Mar 2019 - Mar 2020

- Planned, coordinated, and executed monthly events in the Innovation Ecosystem along with the 5 core programs to support local tech entrepreneurs
- Key contact for network of 65+ mentors
- Curated the weekly TechStars Startup Digest for STL

CONTACT ME AT

 hayley.johnston@slu.edu

 /hayleyjohnston

 618-741-1101

EDUCATION & CREDENTIALS

Saint Louis University, Chaifetz School of Business

Masters in Business Administration | Aug 2024 - Present

Washington University in St. Louis, Brown School

Masters in Social Work | Aug 2015 - Dec 2016

- Concentrated in Social and Economic Development
- Specialized in Policy

University of Illinois Urbana-Champaign

Bachelors in Social Work | Aug 2011 - May 2015

- Minor in Sociology

Data Storytelling

Learning @ Morning Brew | Feb 2023

Social Entrepreneurship Certificate

USASBE | June 2024

VOLUNTEER

TechSTL / Startup STL

Core Leadership Team | 2024-present

- Ecosystem champions supporting the Startup STL mission and vision.

Steering Committee | 2022-2024

- Decided on the priorities and managed the general course of its operations.

Benton Park Dog Park Committee

Board President | Feb 2017 - present

- Served on committee that planned, petitioned, and fundraised to create the dog park
- Secured \$40,000 to build the park

St. Louis Startup Week

Planning Committee | 2019-present

- Support the planning, coordination, and execution of St. Louis' largest Startup event of the year.

1 Million Cups St. Louis

Organizing Committee | 2021-2024

- Weekly pitch gathering of local startups founded by the Kauffman Foundation.

VISION St. Louis Inclusion Symposium

Planning Committee | 2021

- VISION is the region's largest and ONLY inclusion innovation conference celebrating, educating, and supporting women, people of color, and foreign-born emerging entrepreneurs and existing business owners.

Pi Beta Phi Fraternity for Women

- Active Member 2012-2015 | IL Zeta, University of Illinois
- Alumnae Advisory Committee 2015-2020 | MO Beta, WUSTL

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✉ hayley.johnston@slu.edu

☎ 618-741-1101

🌐 /hayleyjohnston

WORK EXPERIENCE CONTINUED

Gateway Venture Mentoring Service

Director | July 2017 - Mar 2019

- Managed 50+ volunteers for an affiliate of a global, MIT-based economic development program
- Sourced, evaluated, and onboarded all entrepreneurs and mentors
- Created and executed new programs including a Nonprofit Bootcamp
- Developed and implemented evaluation tactics to measure mentoring program effectiveness
- Implemented tech-driven solutions to maximize org efficiency
- Planning Task Force member for the Equity in Entrepreneurship Collective

USPTO Patent Pro Bono Program Consultant | April 2019 - May 2020

- Administered Patent Pro Bono Program for 5-state region while streamlining key Pro Bono Program processes, increasing output and revenue
- Supported the merger of GVMS with SLU's Research Office

Conference Presentations & Speaking Opportunities

Global Consortium of Entrepreneurship Centers (GCEC) Conference, Boston, MA | 2024

- No System to System Overkill. What is the right mix for your center?

South by Southwest EDU (SXSW EDU), Austin, TX | 2024

- Startup Mentor

United States Association for Small Business and Entrepreneurship (USASBE) Conference, Birmingham, AL | 2024

- MEDLaunch: An Interdisciplinary approach to Teaching Entrepreneurship and Engaging Key Institutional Partners

United States Patent Pro Bono Administrator Conference, Arlington, VA | 2019

- Best Practice for Invention Screenings

Published Work

USASBE's Annals of Entrepreneurship Education and Pedagogy, Volume 6 | 2025

- The Saint Louis University model for curricular and co-curricular entrepreneurship programming
- Lewis Sheats, Alex Brinkmeier, and Hayley Johnston

Industrial Designers Society of America, Case Study | 2016

- Design Thinking and College Readiness: CAN DESIGN PROCESS HELP PREPARE FIRST-GENERATION STUDENTS FOR COLLEGE?
- Heather Corcoran, Liz Kramer, Hayley Johnston