

Shelley Schwartz Senior Executive Assistant



As Senior Executive Assistant at Western Resource Advocates (WRA), Shelley Schwartz plays a pivotal role in supporting the executive leadership team. By managing calendars, preparing key materials, and facilitating high-impact meetings, she ensures the organization's leaders remain focused on advancing WRA's mission across its seven-state region. Originally from New York, she moved to Colorado, in search of access to wide-open, unspoiled outdoor spaces. Her appreciation for public lands and the natural world drives her commitment to environmental protection.

With nearly two decades of experience as an executive assistant, Schwartz brings a wealth of knowledge from diverse industries, including the natural products sector, fintech startups, and venture capital firms. Her career is defined by her ability to create high-functioning teams and foster a culture of efficiency, innovation, and human connection. Before joining WRA in June 2024, she played pivotal roles at WhiteWave Foods, where she supported executive teams through its IPO and subsequent acquisition by Danone. During the transition, she was instrumental in preserving her department's culture and strengthening team cohesion during a period of significant change.

Prior to her career in executive administration, Schwartz was an art therapist, working with at-risk youth, individuals experiencing homelessness, and underserved communities to foster healing, personal growth, and creative expression through the power of art.

Schwartz holds a Bachelor of Arts in English from New York University and a Master of Arts in Art Therapy and Creativity Development from Pratt Institute. Her passion for community extends beyond WRA. She serves on the board of Adventure Judaism, supporting holiday services that bring community members together in outdoor spaces. She also serves as assistant director on the Shorts Program Committee for the Boulder Jewish Film Festival, curating short films for the festival each year.

She and her husband live in Boulder with their two small dogs — a Chihuahua-Pug mix and a Miniature Poodle — with one son off to college. In her free time, she enjoys camping, hiking, and exploring the West's vast landscapes. At home, she finds creative inspiration in her pottery studio, bakes sourdough bread, and stays active with hot yoga and Israeli dance.

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