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Betsy Zeidman is Director of the Center for Emerging Domestic Markets (CEDM) and a Research Fellow at the Milken Institute. CEDM aims to increase the flow of capital to America's emerging entrepreneurs and communities through its research and information network, educational center and financial innovations laboratory. Zeidman also manages the Institute's work in such areas as mission-related investing, developmental finance and environmental finance. In this role, she works with foundations, governments, institutional and individual investors, entrepreneurs and policymakers.

A recognized leader in developing sound strategies for deploying market and philanthropic capital in under-invested communities, Zeidman has authored several reports for the Institute and co-edited the volume *Entrepreneurship in Emerging Domestic Markets: Barriers and Innovation*. She is a frequent speaker at industry conferences and in the media.

Zeidman is a member of the board of directors of the Social Investment Forum and CARAT (California Resources and Training), and sits on the advisory board of Wall Street Without Walls. Prior to joining the Institute, she provided strategic management and marketing advisory services to clients in the public, private and nonprofit sectors, with a specialty in corporate responsibility and financial performance; served as senior management at several entertainment companies and public relations firms; and staffed national and state political campaigns. She earned a B.A. and an M.B.A. at Yale University.