



Highly educated, perfectly located.

**Barbara Kaplan**  
**Business Administrator**

Barbara Kaplan is the Business Administrator for Choose New Jersey, Inc., an independently funded and operated 501(c)(3) whose mission is to encourage and nurture economic growth throughout New Jersey with a focus on urban centers. She provides support for the Chief Administrative Officer and Chief Economic Development Officer and handles accounting administration.

Prior to joining Choose New Jersey, Inc., Ms. Kaplan worked for fifteen years in the financial industry. During her tenure at State Street Corporation and Merrill Lynch, she was responsible for handling fund accounting administration for various mutual and hedge fund portfolios. She performed both daily and monthly reporting for multi-million dollar domestic and international portfolios. In her prior role as Bank Relationship Supervisor for State Street, she was directly responsible for managing relationships with five outside custodian banks, reporting to Board of Directors and supervising staff.

Ms. Kaplan holds a B.S. degree in Accounting from Rider University.