

Abby Fifer Mandell

Abby Fifer Mandell is the Executive Director of the Brittingham Social Enterprise Lab (BSEL) at USC's Marshall School of Business and teaches BAEP 471: Social Innovation Design Lab and BAEP 571: Social Innovation Design, courses in which interdisciplinary teams of students use design thinking to create products for underresourced communities in California. In 2018, she won the Academy of Management Innovation in Entrepreneurship Pedagogy Award.

Prior to joining the Lab staff, Abby served as the Director of Admissions of the graduate school of education at American Jewish University in Los Angeles. As a private consultant for Brailsford & Dunlavey, she designed educational programs and facilities at Duke University, The University of Vermont, Dartmouth University, and UC Riverside, among others. Abby has taught students in every grade from kindergarten to graduate school and her research has been published in ACUI's *The Bulletin*, *University Business*, and NACAS's *College Service*.

Abby was instrumental in creating LimmudLA, a grassroots, communal learning experience in Southern California and is an active member of IKAR. She holds a master's degree in educational administration and received a B.A. in Religious Studies and American Studies from the University of Virginia, where she was student body president. Abby is a Wexner Heritage Fellow and serves on the advisory boards of [United Parents & Students and Swipe Out Hunger](#).