



NORTHERN INITIATIVES

Money and Know-How

Amanda Blondeau, Chief Operating Officer

Amanda Blondeau serves as Chief Operating Officer for Northern Initiatives, a Community Development Financial Institution (CDFI) providing loans and business services to Michigan entrepreneurs. With over 20 years in the CDFI industry, she leads operational strategy development and execution, overseeing all programs and services to ensure alignment with the organization's mission and strategic objectives.

In her role as COO, Amanda manages key programs including lending, business services, and customer support while fostering cross-departmental collaboration across IT, Data & Impact, and Communications. She drives organizational capacity building through the development and implementation of processes, training, and technology solutions that improve efficiency and effectiveness. Amanda also serves as a key organizational representative at industry events and with funders, and acts as an integral member of the executive leadership team.

Prior to her appointment as COO, Amanda served as Chief Strategy Officer from 2020 to 2025, where she contributed to organizational strategy development and guided the strategic direction for Initiate, Northern Initiatives' online business education portal. During her earlier tenure as Director of Business Services, Amanda helped develop this innovative platform that has been adopted by other CDFIs and entrepreneurial support organizations nationwide.

Amanda has progressed through multiple roles at Northern Initiatives over her career and has completed the Aspen Institute's Job Quality Fellowship (2018-19) and Emerging Leaders of Microbusiness programs. She currently serves on the Board of the CDFI Coalition and as a Policy Committee Member for the Michigan CDFI Coalition, contributing to policy initiatives that strengthen the CDFI industry and expand support for entrepreneurs.

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