

Elohim Cleaning Contractors Incorporated

BIOGRAPHY



SIRENA C. MOORE
PRESIDENT & CEO, ELOHIM CLEANING CONTRACTORS INC.

At the age of seventeen, Sirena Moore, a self-motivated, highly ambitious teenage mother of twin girls entered the corporate world by working for industry leaders such as Morgan Stanley Dean Witter, Advest and Palm, Inc. Her objective: obtain the skills necessary to fulfill her dream of becoming an entrepreneur.

By age 21, with a business plan but no start-up capital, she joined with her father and brother to launch Elohim Cleaning Contractors, Inc., a full-service construction cleaning firm that provides a wide range of services to general contractors and construction management firms throughout the Greater Philadelphia region.

Armed with marketing, financial planning, organizational and managerial skills from her previous work, this fledgling entrepreneur managed to grow her business revenue by 210% in one year. Her strong faith, family bonds, and ability to operate debt-free, have been her catalysts for growth. By 2008, her multi-million dollar business was ranked #8 in Philadelphia's Top Minority Businesses, employing 83 minority men and women from very diverse backgrounds.

Her success in managing one of the up-and-coming small businesses in the region earned her respect and visibility within the business community and has allowed this young entrepreneur to fulfill a childhood dream of gracing the cover of Black Enterprise Magazine last year. Now 28, she serves as one of the youngest Greater Philadelphia Chamber of Commerce Small Business Board members, co-chairing the Diversity Committee, is an active member of the Urban League Young Professionals, and has been named 2010 Small Business Person of the Year.

Ms. Moore is a strong advocate of programs addressing issues such as teen pregnancy, violence prevention, financial empowerment and career development. She sits on the board of We are S.E.E.D.S., which provides an array of services to inner city young women.

Her lifestyle and accomplishments have been an inspiration to her peers and the young people she serves. Most recently, she created SirenaSpeaks, LLC, to assist other small business owners and aspiring entrepreneurs to achieve their dreams by encouraging and empowering them through her motivational talks. Her innovative techniques and ideas continue to be invaluable assets to her business and her community.

Sirena's Favorite Quote: "Whatever you do, work at it with all your heart, as working for the Lord, not for men." (Colossians 3:23 NIV)