

# Rachel Munday



Rachel Munday serves as the executive director of efactory, Missouri State University's Center for Business and Economic Development. She joined the university in 2015 to revitalize an abandoned poultry processing plant in a blighted area into what is now an international award-winning and thriving business incubator and innovation center.

Recognizing the importance of partnerships, efactory joined forces with Codefi – another of the state's leading innovation centers – in 2022 to form the Southern Missouri Innovation Network. Innovate SOMO is the first-of-its-kind regional network, created to accelerate innovation, workforce, and economic development across 47 counties in Southern Missouri.

Rachel has over 15 years of leadership and management experience gained from working in multiple sectors. Prior to MSU, she was the head of marketing and business development for a global consulting firm based in Los Angeles. She cofounded Alumni Spaces, an EdTech startup company, and has also held professional roles in research, fundraising, government relations, alumni relations, and recruiting.

Rachel is the manager for Shaun Munday, an international recording artist and believes that music can change the world. She serves on the Board of Directors for United Way of the Ozarks as Vice-Chair, Downtown Springfield Association, Ozark Region Workforce Development Board, Springfield Public Schools Business and Marketing Advisory Board and MSU's NSF S-STEM Advisory Board.

She has been recognized by the Missouri Lieutenant Governor as a 2024 Women of Achievement, Springfield Area Chamber of Commerce Rising Star recipient, Biz 417 as "10 for the next 10" and "Biz 100" as well as the Springfield Business Journal's "12 People You Should Know." She is a graduate of the University of Missouri, where she served as student body president and earned a BGS in Business, Communication and Political Science and a minor in Public Service and Leadership. Rachel resides in Springfield, MO, with her husband and their adorable yorkiepoos.