



2023
Woman of Distinction
Business &
Entrepreneurship



Yu-Ling Cheng
CEO, *Sandra Cadavid*
Co-Producer, *Remake Learning Days*
Ambassador, *Kidsburgh*

Yu-Ling Cheng is an entrepreneur, marketing strategist, and community connector. She serves as the CEO of the luxury handbag company, Sandra Cadavid, as well as co-producer for the international learning festival, Remake Learning Days, and ambassador for nonprofit media site, Kidsburgh.org. Her work includes supporting women from under-resourced communities, advocating for relevant and equitable learning opportunities for kids, and creating compelling stories that celebrate the inspiring work happening across communities by youth, women, and families. Yu-Ling is a regular Kidsburgh guest contributor for KDKA-TV and previously produced Trying Together's UnConference

professional development series for childcare educators, taught as an adjunct professor of arts marketing at the Heinz School of Policy at Carnegie Mellon University, and spent nearly a decade leading marketing and earned revenue initiatives for the Pittsburgh Symphony Orchestra. Yu-Ling currently serves on the Avonworth School Board, Pittsburgh Cultural Trust Marketing Advisory Committee, and Pittsburgh Ballet Theatre School Committee. She holds degrees from The Wharton Business School at University of Pennsylvania (MBA 2009), New England Conservatory (MM violin, 2002), and University of Washington (B.S. economics, B.A. music, B.M. violin, 2000).