



## Sandra Roussel

Founder & CEO, Fresh Start Housing, LLC | Founder, A Fresh Start Method, LLC

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### SHORT BIO

Sandra Roussel is the founder and CEO of Fresh Start Housing, a self-sustaining transitional housing and financial literacy program she has operated for seventeen years, and the developer of A Fresh Start Method, a licensable curriculum bringing that same approach to organizations nationwide. She is a doctoral candidate in Adult and Community Education at Ball State University, with a cognate in Executive Development and Public Service. Her work translates seventeen years of direct, daily practice into a replicable framework for helping people move from crisis to lasting stability, grounded equally in lived experience and academic research. She speaks nationally on financial literacy, crisis-time decision-making, and program design for organizations serving people in transition.

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