

Carol Andersen, CEO

Carol Andersen is a visionary nonprofit leader with more than 30 years of experience serving mission-driven organizations in healthcare, child welfare, membership, and advocacy sectors. As CEO of Bloom for Women, she has transformed a single home in rural Pennsylvania into one of the most comprehensive anti-trafficking programs in the state—now encompassing safe housing, two social enterprises, and a growing outreach network serving survivors across the Lehigh Valley and beyond.

Motivated by personal relationships with women trapped in exploitation—including one who tragically lost her life—Carol founded Bloom (originally Bloom Bangor) with a mission to provide sanctuary and a path to independence for survivors. Under her leadership, Bloom has expanded to include emergency crisis response, a two-year restorative residential program, services for pregnant and parenting survivors, independent living support, and a robust community outreach model.

Bloom's work has garnered national recognition, with Carol and her team presenting program outcomes at national conferences and advancing innovative models such as Bloom on the Inside, a pioneering in-jail outreach and reentry support program, and Bloom's Flourish Workforce Development program, which equips survivors with job skills, employment, and financial independence. In 2026, Bloom was recognized with the prestigious Ed Stout Memorial Award for Outstanding Victim Advocacy, a national recognition presented by the bipartisan Congressional Crime Survivors and Justice Caucus.

Carol has shaped Bloom into one of the nation's leading models of comprehensive care for survivors—integrating safe housing, clinical and emotional support, workforce development, outreach, and economic empowerment through social enterprise. Her leadership ensures that Bloom is not merely a place of refuge, but a launchpad for healing, independence, and lifelong transformation.

A widely respected voice in the anti-trafficking movement, Carol has been recognized as a 2026 Morning Call Most Influential, a 2026 Lehigh Valley Business Woman of Influence, and a 2022 Lehigh Valley Style Most Influential Woman. She frequently speaks to national audiences, policymakers, corporate leaders, and faith communities, championing systemic change to ensure every survivor has access not just to safety, but to dignity and opportunity.

At the core of her leadership is a commitment to elevating survivor voices and centering lived experience—believing that those who have endured exploitation should be the ones to shape and lead the movement forward.