

# THRIVING RESIDENTS, THRIVING CITIES: PROPELLING INCLUSIVE GROWTH THROUGH RESIDENT FINANCIAL HEALTH

## Speaker Biographies

**Don Baylor Jr.** is a senior program officer at the Annie E. Casey Foundation, where he oversees the foundation's portfolio to improve household financial security, including the Southern Partnership to Reduce Debt, a multistate effort to reduce household debt as part of an effort to confront the racial wealth divide. Before joining Casey, Baylor was a senior associate at the Urban Institute in Washington, DC, where he focused on expanding economic opportunity through JPMorgan Chase, Citi, MacArthur, and Gates Foundation projects in dozens of US cities. Before arriving at Urban, he also worked as director of OpportunityTexas at the Center for Public Policy Priorities in Austin, leading the center's financial security work. Baylor currently serves as a board member of the Asset Funders Network, Equal Measure, SaverLife, and the Texas Match the Promise Foundation. He holds a bachelor's degree from Georgetown University and master's degree from the University of Wisconsin–Madison.

**Colleen Briggs** is executive director of strategy, financial health, and community development within the Office of Corporate Responsibility at JPMorgan Chase & Co, a global leader in corporate philanthropy with more than \$300 million invested in communities annually. She is responsible for helping establish and execute the firm's global philanthropic strategies to promote inclusive growth. She also leads the community development and financial health strategies, including two signature initiatives, PRO Neighborhoods and Financial Health. PRO Neighborhoods is a five-year, \$125 million program that works to increase the availability and accessibility of vital economic opportunities in distressed neighborhoods. She also manages a \$125 million, five-year firm-wide commitment to financial health, including developing global Financial Solutions Labs that scale financial technology to promote the financial well-being of more than 7 million underserved consumers. Briggs also manages the development of an impact framework and numerous programs designed to surface new approaches to community challenges, as well as explore global cross-cutting themes across the foundation's work. Before JPMorgan, Briggs was the economic policy advisor to Senator Debbie Stabenow. In this role, she managed the senator's economic portfolio, including financial services, tax, small business, job creation, community development, manufacturing, and housing. She also managed the Dodd-Frank market reforms for the Senate Agriculture Committee and helped draft the Recovery Act and health care reform. Briggs is on the board of the Asset Funders Network. She earned a master's degree from the Yale School of Management and a bachelor's degree from the University of North Carolina at Chapel Hill.

**Kevin Bush**, first chief resilience officer of Washington, DC, led a citywide effort to develop Resilient DC, a strategy to thrive in the face of change. Now, he leads efforts within the Executive Office of the Mayor to implement that strategy and prepare the nation's capital for climate change, technological disruption, and a changing economy. Bush has extensive experience building coalitions to design and execute award-winning resilience initiatives, including Rebuild by Design, the National Disaster Resilience Competition, and the Multifamily Better Buildings Challenge. He previously led efforts at the US Department of Housing and Urban Development to plan for the impact of climate change. Bush also served on President Obama's Hurricane Sandy Rebuilding Task Force and at the White House Council on Environmental Quality. He has also been both a presidential management fellow and City of Chicago mayoral fellow. Bush is a widely recognized expert in urban resilience, climate change mitigation and adaptation,

disaster recovery, affordable housing, and infrastructure. He holds a master's degree in urban planning from the University of Michigan and a bachelor's degree in business from Michigan State University.

**Lomax R. Campbell** has 16 years of experience in small business entrepreneurship, higher education, and government administration. His expertise encompasses general management, cultural competence, ethnic psychology, entrepreneurship, and economic and workforce development. As director of the Mayor's Office of Community Wealth Building, he serves a diverse residential and small business clientele to foster economic equality and increase opportunities for residents to participate in Rochester's economic recovery. Outside his role with the city, Campbell is a cofounder and Africologist at Ballet Afrikana: Dance Preparatory Academy and serves on the board for several public organizations, including Greater Rochester Black Business Alliance Inc., Consumer Credit Counseling Services of Rochester, Owner-Worker Network Rochester, and Gamma Iota Boule Foundation Inc. Campbell earned a bachelor's degree in graphic media marketing with a concentration in Chinese language and culture and an executive master of business administration degree from Rochester Institute of Technology Saunders College of Business. Currently, he is a doctoral candidate at the University of Maryland University College, where he is investigating "Cultural Congruence: The Strategic Importance of Cultural Fit between Organizations and Niche Markets in 21st Century Nations."

**Santra Denis** serves as the chief program officer at Catalyst Miami, an antipoverty organization in Miami, where she oversees all programs, services, and initiatives. Denis is also the president and founder of Avanse Ansanm, whose mission is to engage and connect Haitian-American millennials, understand and harness their collective economic and political power, preserve Haitian culture, and cultivate a strong community bound by a shared strategy to advance all things Haitian. Denis serves on several community boards, including Miami Dade County's Office of New Americans and the Community Advisory Board at Florida International University Research Center in Minority Institutions. She is a new leaders council fellow and a Sant La fellow. She has been recognized by the Haitian-American Chamber of Commerce of Florida as one of 20 young professionals under 40 and by *Legacy* magazine's as one of their 40 under 40 leaders of today and tomorrow in South Florida. Denis received her bachelor's degree from the University of Florida and her master's degree from Florida International University.

**David Eichenthal** is the executive director of the National Resource Network, a consortium of urban experts that have worked nationally with more than 60 economically challenged cities to increase their economic competitiveness. He is also the founding director of Public Financial Management's Center for Justice and Safety Finance. He is currently leading a three-county initiative designed to assist county governments in efforts to reduce or eliminate reliance on revenue from criminal justice fines and fees. From 2005 to 2011, Eichenthal was president and CEO of the Ochs Center for Metropolitan Studies and a nonresident senior fellow with the Brookings Institution's Metropolitan Policy Program. As Chattanooga city finance officer and director of performance review, Eichenthal oversaw implementation of one of the nation's first 311 systems and creation of a citywide performance management initiative. He also chaired the Chattanooga Downtown Redevelopment Corporation, the Regional Interagency Council on Homelessness, and the General Pension Plan Board of Directors. Eichenthal was chief of staff to the New York City public advocate, the city's second-highest elected official and its elected ombudsman.

**Diana Elliott** is a senior research associate in the Center on Labor, Human Services, and Population at the Urban Institute. Her work focuses on families' financial security and economic mobility and the programs and policies that support them, including housing affordability, apprenticeships, and financial empowerment. Elliott was previously research manager of the Pew Charitable Trusts' work on financial security and economic mobility, where she was instrumental in fielding a major national survey on American family finances and published numerous reports and briefs about the state of financial well-being and economic mobility in the United States. Before joining Pew, Elliott was a family demographer in the fertility and family statistics branch in the Social, Economic, and Housing Statistics Division at the US Census Bureau. Elliott holds a doctoral degree in sociology from the University of Maryland, College Park.

**Sandy Fernandez** is the Senior Director of the Mastercard Center for Inclusive Growth where he is responsible for developing and implementing the Center's strategy and programs across North America. Before joining Mastercard, Sandy held senior roles at national banks where he developed national community and economic development programs and led coalition efforts with civil rights, policy, and advocacy groups on issues of asset building and financial capability. He began his career as a community health worker and researcher serving immigrant communities struggling with diabetes and cardiovascular health issues. Sandy is an Eisenhower Fellow, currently serves on the boards of Grounded Solutions Network and Veterans in Global Leadership, he holds an M.P.A. from New York University and a B.A. from Boston University.

**Nicole Ferrini** became El Paso's first chief resilience officer in 2014. After three years of intensive community engagement, research, and planning, Ferrini led the team that completed the city's first comprehensive resilience strategy. She is now director of community and human development for the city. She continues to raise the bar for city leadership by provoking innovation among civic leaders, industry professionals, and the community at large. She remains focused on building grass roots resilience at a regional scale, emphasizing dynamic solutions to the challenges of climate instability, urban development, economic prosperity, and social justice.

**Holly Frindell** is director of programs at the National Association for Latino Community Asset Builders (NALCAB). She has over 13 years of experience in municipal and nonprofit program management, addressing issues such as financial empowerment, economic development, and homelessness. Before joining NALCAB, she worked for the City of San Antonio Department of Human Services, where she coordinated the implementation of San Antonio's first-ever Financial Empowerment Centers to provide free, one-on-one financial counseling. Previously, at the New York City Department of Homeless Services, she helped develop and implement an innovative rental subsidy program with a cash match component. She also served for a year as a full-time volunteer at Mercy Center in the South Bronx, working to empower families to develop skills for healthy family living and economic advancement. Frindell earned her master's degree in urban policy analysis and management from the Milano School of International Affairs, Management, and Urban Policy at the New School and her bachelor's degree in urban studies and Spanish from Trinity University.

**Heidi Goldberg** is the director of economic opportunity and financial empowerment at the National League of Cities (NLC), which serves as a resource and advocate for the nation's cities and leaders. She has more than 25 years of experience working to increase the economic well-being of families in the US. Since 2005, she has led the NLC Institute for Youth, Education, and Families' efforts to assist city leaders to build thriving cities by strengthening the economic and financial health of families. Goldberg has conceptualized, developed, and managed multiple initiatives that have helped city leaders reduce the harmful impacts of local fines and fees, build citywide financial inclusion systems, create children's savings account programs, reduce residents' debt to municipal utilities, and develop citywide antihunger and health insurance enrollment campaigns. Her work has included numerous publications and toolkits, and she has been quoted in various local and national media outlets, including the *New York Times* and CBC Radio. Goldberg previously held positions leading local initiatives at Wider Opportunities for Women; as a policy analyst at the Center on Budget and Policy Priorities, specializing in state and federal welfare policy; and as a manager of a residence for formerly homeless women in Boston. Goldberg received her bachelor's degree from Vassar College and holds two master's degrees from the University of Michigan.

**Ruth Johnson** is the public policy director at Community Development Advocates of Detroit, which views its policy work as fulfilling its mission to serve as an advocate for the community development industry, neighborhoods, and its members as a foundation for a strong Detroit. She is a dynamic leader and a joyful servant who helps community stakeholders and organizations build their power, enhance their knowledge and skills, and nurture relationships. Johnson has experience working with hard-to-reach and underserved communities, including racial and ethnic minorities, language and literacy differences, and the very young and very old. Her work includes helping community groups develop policy agendas and implement strategies to transform issues into meaningful, effective action. As

part of this work, she connects these groups to partners and allies on the local, state, and national levels to magnify the impact of their actions. Lastly, her work is grounded in building and nurturing relationships among youth, parents, seniors, business leaders, people with disabilities, educators, policymakers, and other key stakeholders.

**Rick Kriseman** is the 53rd mayor of St. Petersburg, Florida. Under his leadership, St. Petersburg has been ranked as Florida's best-managed and fiscally strongest city. His work to prepare St. Petersburg for a changing climate, transition the city to 100 percent clean energy, and expand and preserve green space has continued into his second term as mayor. He was also asked to lead the US Conference of Mayors' Environment Standing Committee. Also a proponent of alternative transportation, Mayor Kriseman spearheaded the Cross Bay Ferry and worked with the St. Petersburg City Council to increase transit options and ensure the city's streets are safe and accessible. His commitment to providing more opportunity for residents through training, employment, higher wages, and grants helped reduce the city's African American poverty level to an all-time low. And, inspired by former President Barack Obama's My Brother's Keeper initiative, Mayor Kriseman launched My Brother's and Sister's Keeper to address persistent opportunity gaps faced by young men and women of color and to ensure all young people can reach their full potential. Before becoming mayor, Kriseman served for six years in the Florida House of Representatives and as his caucus's policy chairman from 2011 to 2012. From 2000 to 2006, he represented District 1 on the St. Petersburg City Council and served as the council chairman in 2005. Mayor Kriseman earned a bachelor's degree in broadcasting from the University of Florida and a doctoral degree from the Stetson University College of Law.

**Matt Leighninger** is the vice president for public engagement and director of the Yankelovich Center at Public Agenda. Over the last 20 years, Leighninger has worked with public engagement efforts in over 100 communities, 40 states, and 4 Canadian provinces. He also led a working group that produced a model ordinance on public participation and developed a new tool, Text, Talk, and Act, that combined online and face-to-face participation as part of President Obama's national dialogue on mental health. His first book, *The Next Form of Democracy*, is a firsthand account of the wave of democratic innovation that emerged in the 1990s and 2000s. His second book, *Public Participation for 21st Century Democracy*, coauthored with Tina Nabatchi, describes the shift from temporary engagement projects to stronger democratic infrastructure. His recently released *Rewiring Democracy* report explores how the parallel development of subconscious technologies and conscious engagement presents new threats and opportunities for society.

**Tamara Lindsey** is a principal at the Cities for Financial Empowerment Fund, where she oversees the fund's financial counseling initiative and Financial Empowerment Centers and provides technical assistance to local governments looking to launch and implement financial empowerment programs for residents with low incomes. Before this role, she was the director of programs at the New York City Department of Consumer Affairs' Office of Financial Empowerment. Lindsay holds a bachelor's degree from Syracuse University, a master's degree from the London School of Economics and Political Science, and a master's degree from Baruch University, City University of New York.

**Carlos Martín** is a senior fellow in the Metropolitan Housing and Communities Policy Center at the Urban Institute, where he leads research on the physical quality of housing and communities. Martín, a trained architect and construction engineer, connects the bricks and mortar of housing to its social outcomes. His areas of expertise include green housing, disaster mitigation, substandard housing, and the construction workforce. He has experience with independent research and formal evaluations for public, nonprofit, and philanthropic clients. Publications include *Housing Recovery on the Gulf Coast, Phase II; Rebuild by Design Evaluation*; and *The State of the Residential Construction Industry*. Martín is leading research on housing strategies for climate adaptation for the National Academies' Gulf Research Program, strategies for promoting technological innovation in homebuilding for the US Department of Housing and Urban Development (HUD), and the rate of housing recovery under HUD's Community Development Block Grants for Disaster Recovery. He also leads the multiyear global evaluation of the Rockefeller Foundation-pioneered 100 Resilient Cities. Before joining Urban, Martín was assistant staff vice president at the

National Association of Home Builders for Construction Codes and Standards, SRP professor for energy and the environment at Arizona State University's Del E. Webb School of Construction and School of Architecture, and coordinator for HUD's Partnership for Advancing Technology in Housing. Martín received his bachelor's degree in architecture from the Massachusetts Institute of Technology and his master's and doctoral degrees in civil and environmental engineering from Stanford University.

**Signe-Mary McKernan** is vice president for labor, human services, and population and codirector of the Opportunity and Ownership initiative at the Urban Institute. She is a wealth-building and poverty expert with two decades of experience researching access to assets and credit and the impact of safety net programs. She coedited *Asset Building and Low-Income Families*, coauthored a chapter in the *Oxford Handbook of the Economics of Poverty*, and advised the Consumer Financial Protection Bureau in setting up its research unit. Before joining Urban in 1999, she was lead economist on credit issues at the Federal Trade Commission. She has been a visiting and adjunct professor at Georgetown University and has been on the Center for Responsible Lending Research Advisory Council since 2013. McKernan has extensive experience leading large projects and using rigorous econometric methods, randomized controlled trials, and administrative and survey data to evaluate programs and policies. Her research has been published in books, policy briefs, reports, and refereed journals, including the *American Economic Review Papers and Proceedings*, *Demography*, and *Review of Economics and Statistics*. She has testified before Congress, appeared on NBC4 and Al Jazeera, and been cited in the *New York Times*, *Washington Post*, *Forbes*, and *Time*. McKernan's consumer finance research includes debt, financial products and services, the impact of the Great Recession, racial wealth disparities, individual development accounts, homeownership, and the alternative financial sector. Her poverty-related work evaluates the effectiveness of social programs in improving poverty, self-sufficiency, and material hardship. She has a doctoral degree in economics from Brown University.

**Christine Morris** is an independent contractor providing consulting services to clients interested in developing robust resilience programs. She has served as the first chief resilience officer for the City of Norfolk, Virginia, for the past five years. In October 2015 Norfolk became the third city in the 100 Resilient Cities network to launch a resilience strategy. In January 2016, in partnership with the Commonwealth of Virginia, Norfolk received \$120.5 million under the Department of Housing and Urban Development's National Disaster Resilience Competition. In 2019, the Norfolk Resilience Office, in partnership with the Norfolk's Housing Authority, successfully competed for a \$30 million Choice Neighborhood grant to resiliently revitalize the St. Paul's area of Norfolk. Morris began working for the city as an assistant to the city manager in March 2013, concentrating on areas of workforce development and economic vitality, including entrepreneurship and growing local business. She worked with Elevate Early Education to establish the New School, a statewide demonstration preschool partnership with the University of Virginia. Before joining Team Norfolk, she served as vice president of initiatives for the Hampton Roads Community Foundation. She holds a bachelor's degree from the University of Pennsylvania and a master's degree in international affairs from the George Washington University.

**Jennifer Owens** is president and CEO of the Arlington Community Foundation, a position she assumed in October 2018. Previously, Owens served as senior vice president and chief development officer at the Central New York Community Foundation, where she held various roles beginning in 2004. Before her time in the community foundation field, she spent seven years on the staff of two private foundations in Washington, DC. Owens holds dual degrees in journalism and political science from American University, a master's degree in strategic communication and leadership from Seton Hall University, and a master's certificate in historic preservation from Goucher College. She has also completed the American College's Chartered Advisor of Philanthropy certification program. Owens actively volunteered and served as cochair of the finance committee and cochair of the inaugural ball for the independent mayor elected in Syracuse in 2017. She is also a 2006 graduate of Leadership Greater Syracuse and has served on various community nonprofit boards of directors.

**Erika Poethig** is vice president and chief innovation officer at the Urban Institute. She leads the Research to Action Lab, an innovation hub serving decisionmakers and creative thinkers eager to effect social change. Before joining Urban, Poethig was acting assistant secretary for policy, development, and research at the US Department of Housing and Urban Development. During her tenure in the Obama administration, she was also deputy assistant secretary for policy development and was a leading architect of the White House Council on Strong Cities, Strong Communities. At the MacArthur Foundation, she was associate director for housing. She was also assistant commissioner for policy, resource, and program development at the City of Chicago's Department of Housing. In the 1990s, she developed Mayor Richard Daley's campaign to combat predatory lending, prevent foreclosures, and stabilize communities. Poethig was a Phi Beta Kappa member at the College of Wooster and has a master's degree with honors in public policy from the University of Chicago.

**Kate Queram** is a staff correspondent at *Route Fifty*, an online publication that covers state and local government. She covers various topics, with an emphasis on health, environment, and social services. She previously covered government at multiple newspapers, most recently the county beat at the *News & Record* in Greensboro, North Carolina. She holds a master's degree in journalism from the University of Maryland.

**Anne Romatowski** is vice president and program officer for financial health at JPMorgan Chase & Co. Romatowski works on the firm's global financial health strategy, including managing the JPMorgan Chase Foundation's grantmaking and the Financial Solutions Lab. Previously, Romatowski worked at New York City's Office of Financial Empowerment and on program and product design and evaluation at organizations focused on economic empowerment in the US and sub-Saharan Africa. She received her bachelor's degree from Harvard University and her master's degrees from Columbia University.

**Margery Austin Turner** is senior vice president for program planning and management at the Urban Institute, where she leads efforts to frame and conduct a forward-looking agenda of policy research. A nationally recognized expert on urban policy and neighborhood issues, Turner has analyzed issues of residential location, racial and ethnic discrimination and its contribution to neighborhood segregation and inequality, and the role of housing policies in promoting residential mobility and location choice. Among her recent publications is the book *Public Housing and the Legacy of Segregation*. Before joining Urban, Turner served as deputy assistant secretary for research at the US Department of Housing and Urban Development (HUD) from 1993 through 1996, focusing HUD's research agenda on the problems of racial discrimination, concentrated poverty, and economic opportunity in America's metropolitan areas. During her tenure, HUD's research office launched three major social science demonstration projects to test different strategies for helping families from distressed inner-city neighborhoods gain access to opportunities through employment and education. Turner has a bachelor's degree in political science from Cornell University and a master's degree in urban and regional planning from the George Washington University.