

HENRY LAWSON GREENIDGE, ESQ

Henry.Greenidge@gmail.com | 347-276-6345
New York, NY

EXECUTIVE PROFILE

- Dynamic Government Affairs professional with 10+ years of experience in policy advising and legal advocacy
 - Areas of expertise include sustainability, energy, infrastructure, broadband, and autonomous transportation
 - Proven ability to elicit support and leverage stakeholder engagement via strategic outreach and communication
-

PROFESSIONAL EXPERIENCE

Jan 2018- Present **REEF Technology** **New York, NY**
Director of Partnerships & Head of Public Affairs, Northeast (7/2020 - Present)

- Develop and launch engagement plan to introduce government affairs stakeholders to REEF’s Vision for cities
- Establish strategic partnerships with government agencies, state and local officials, and advocacy organizations
- Refine core messaging and advance company’s position with relevant constituents including restaurants, first & last mile delivery companies, and mobility stakeholders.

Jan 2018- Jul 2020 **Cruise, LLC: A General Motors Majority-Owned Company** **New York, NY**

Regional Public Affairs Manager (11/2018- 7/2020)

- Develop and launch public affairs campaigns to educate relevant policymakers, lawmakers, and the general public on autonomous vehicle (AV) policy including safety, accessibility, environment, and equity benefits
- Write Op-Eds, circulate newsletters, and lead tactics to advance case with state and local officials
- Establish strategic partnerships with government agencies, academic institutions, and advocacy organizations
- Deliver keynote speeches, serve as panelist, and represent the company at industry conferences and events

Government & Community Relations Manager, East Coast (01/2018- 11/2018)

- Led engagement with state and local elected officials, agencies, and organizations to expand AV testing operations
- Identified and removed regulatory barriers to long-term AV deployment and worked with industry partners to implement strategy to secure favorable regulatory framework at the New York State legislature
- Tracked and monitored legislation; advocated for favorable AV policy in several emerging East Coast markets
- Managed relationship with consultants

Sept 2015- Nov 2017 **New York City Office of the Mayor** **New York, NY**

Assistant Director, External Affairs

- Oversaw legislative agenda including bills and regulatory actions related to transportation, broadband, energy, resiliency, and sustainability consistent with the OneNYC \$20B strategic plan
- Managed relationships with U.S. Congress, State Legislature, City Council, and Borough Presidents
- Established partnerships with stakeholders including private sector and community-based organizations
- Developed consistent internal and public messaging across all climate programs and policy
- Managed and supervised team responsible for press, digital communications, and community outreach

Sept 2014- Sept 2015
York, NY

New York City Department of Transportation

New

Director of Special Projects and Strategic Initiatives

- Executed the roll out of strategic initiatives to increase community engagement and promote administration policy priorities such as Vision Zero and Bus Rapid Transit by working with state and local elected officials
- Implemented pilot projects including deploying innovative lighting technologies in underutilized open spaces
- Leveraged relationships with local community boards, City Council, State Legislature, and Congressional delegation to resolve long-standing prioritization and funding issues within overlapping neighborhoods

PROFESSIONAL EXPERIENCE CONTINUED

Nov 2010- April 2013

U. S. Department of Transportation

Washington, DC

& April 2014- August 2014

Policy Advisor, Office of the Secretary

- Provided policy research, legal analysis, legislation, legal agreements, and memoranda to senior leadership in support of policy proposals and programs
- Coordinated stakeholder outreach for rail and surface transportation reauthorization bills by visiting states, cities, and other municipalities to identify cross-cutting issues
- Served as lead state DOT point of contact for the then, \$5.1B TIGER Discretionary Grant program

April 2013- April 2014

Executive Office of the President

Washington, DC

Program Examiner, White House Office of Management and Budget

- Developed legislative strategy; coordinated congressional outreach and delivery of the President's bill to Congress
- Directed the formulation and administration of the U.S. DOT budget for the Federal Highway Administration, National Highway Safety Administration, and Federal Railroad Administration
- Advised principals on programmatic and fiscal policy for U.S. DOT operating administrations
- Performed legislative, economic, regulatory, and organizational analysis; coordinated messaging with other offices

Nov 2012- Jan 2013

U.S. Department of Homeland Security

Washington, DC

Congressional Affairs Lead, Federal Emergency Management Agency (Detail Assignment)

- Served as lead congressional affairs liaison to the New York Congressional Delegation per assignment via the WH
- Tracked, monitored, and responded to congressional inquiries related to FEMA's Hurricane Sandy operations

Sept 2009- Sept 2010

Federal Communications Commission

Washington, DC

Program Examiner, White House Office of Management and Budget

- Assisted the Commissioner and her legal advisers on regulatory, economic, and policy issues
 - Investigated broadband, net neutrality, spectrum policy, and mergers & acquisitions of broadband providers
-

EDUCATION

- Juris Doctor from the University of Baltimore School of Law: Maryland State Bar, Admitted

- Bachelor of Arts in Journalism & Communications with Honors from Hampton University: Scripps Howard School of Journalism & Communications Award for Excellence
- Coro Leadership New York Fellow
- Council of Urban Professionals Fellow

PROFESSIONAL AFFILIATIONS

- ABNY Young Professionals: Steering Committee, 2019- Current
- Tri-State Transportation Campaign: Advisory Board Member, 2018- Current
- Brooklyn Community Board 9: Board Member, 2017- Current
- The Emma L. Bowen Foundation: Board Member, 2016- Current
- Metropolitan Black Bar Association: Member, 2015- Current
- The Riders Alliance: Member, 2014- Current
- Brooklyn Bar Association: Member, 2014- Current

AWARDS & HONORS

- National Urban League Young Professional 2017 Trailblazer, Honoree
- City & State Magazine 2016 NYC Rising Stars 40 Under 40, Honoree
- New York University Emerging Leader in Transportation, Honoree
- U.S. DOT Secretary Partnering for Excellence Award (2013): Hurricane Sandy Response
- U.S. Department of Homeland Security Commendation (2013): Hurricane Sandy Response
- U.S. DOT Secretary Partnering for Excellence Award (2012): GPS Spectrum Protection
- U.S. DOT Secretary Partnering for Excellence Award (2012): Surface Reauthorization Implementation
- U.S. DOT Secretary Partnering for Excellence Award (2011): TIGER Grants Implementation

**The U.S. DOT Secretary Partnering for Excellence award is the second highest award for federal employees awarded for exemplary work, dedication, and innovative thinking in successfully implementing Department objectives.*
