

## **New York City Industrial Development Agency**

### **Director Biographies for the Fiscal Year 2025**

#### **Ellen Baer**

Ellen Baer has spent the last four decades imagining, financing and executing public-private-real estate partnerships in New York City and around the country. Currently, she serves as Senior Strategic Advisor to MAG Partners LP, overseeing Master Planning and infrastructure development for Baltimore Peninsula, a 240 acre former industrial site which is being redeveloped as a 14 million square foot mixed use neighborhood. Previously, she served for twelve years as the founding CEO of the Hudson Square Business Improvement District. There she oversaw the conversion of the City's mid-twentieth century printing district, near the entrance to the Holland Tunnel, into a thriving 21st century hub for the technology and creative sectors, including almost 3 million square feet of major new development for Disney and Google. To this end, working with commercial property owners, tenants the City of New York and the Port Authority of New York & New Jersey, Ellen developed and implemented the BID's \$27 million project to transform the public realm from a place for cars and trucks into a place for people, including: the installation of almost 500 street trees; the development and redevelopment of 3 neighborhood parks; the reimagining and reconstruction of a 10 block section of Hudson Street; the creation of an economically, environmentally and socially sustainable neighborhood. The plan has received numerous awards and serves as a model for the design, financing, construction and implementation of partnerships to improve the public realm citywide.

Prior to joining the BID, Ellen spent two years as Senior Vice President for Development Strategies at the Tarragon Development Corporation, 10 years as a Partner at the economic development and real estate consulting firm of HR&A Advisors, Inc., and had a career in New York City government spanning 14 years during which she served as Chief of Staff to the First Deputy Mayor, Vice President for Waterfront Development at the Public (now Economic) Development Corporation and Director of the Concessions Division for the Department of Parks and Recreation. Ellen has held several Board positions, including co-chair for the Board of Directors of the NYC BID Association; former Board member of Women Executives in Real Estate (WX) and the International Economic Development Council. She is currently a Board member of the Design Trust for Public Space and Citizens Union and the Board of Trustees of God's Love We Deliver. Ellen holds a BA from Hamilton College and an MBA from the City University of New York.

### **HeeWon Brindle-Khym**

Ms. Brindle-Khym is Director of Research and Global Strategies for the Retail, Wholesale and Department Store Union (RWDSU-UFCW). She oversees all corporate research and international affairs functions for the union. Formerly with the Fair Labor Association, UNITE HERE!, and the Worker Rights Consortium, Ms. Brindle-Khym has a broad-set of international and domestic experience in advocating and campaigning for workers' rights and corporate accountability. Brindle-Khym holds a Bachelor of Science from Boston College and a Master's in Public Affairs from Columbia University School of International Policy and Affairs. Brindle-Khym also sits on various committees and boards for the global union federations, UNI Global Union and the IUF, and the New York City pan-Asian community-based organization, CAAAV.

### **Adolfo Carrión, Jr.**

Adolfo Carrión, Jr. has dedicated his career to strengthening communities and expanding opportunities for all New Yorkers. As the Deputy Mayor for Housing, Economic Development, and Workforce, he is charged with spearheading the administration's efforts to strengthen and diversify its economy, advance Mayor Adams' moonshot goal of creating 500,000 new homes for New Yorkers over the next decade, preserve and improve the New York City Housing Authority (NYCHA), bolster small businesses, connect New Yorkers to family-sustaining jobs, and expand access to arts and culture. Most recently, Carrión served as the Commissioner of NYC's Department of Housing Preservation and Development (HPD), where he advanced policies to create and preserve affordable housing at record numbers while driving neighborhood investment and furthering tenant protections, fair housing, and equity. Carrión's career highlights his commitment to develop housing, infrastructure, and business opportunity at all levels. He served in President Obama's administration as the regional administrator for Housing and Urban Development's Region II and director of the White House Office of Urban Affairs. Earlier, Carrión began his career as a teacher community board manager before serving as a New York City Council Member and Bronx Borough President. He also led the National Association of Latino Elected Officials (NALEO) and served in executive leadership in several firms, including his own. A lifelong New Yorker, Carrión is a proud father and grandfather. He earned his bachelor's degree from King's College and a master's in urban planning from Hunter College.

### **Felix A. Ciampa**

Felix A. Ciampa is the Executive Director of the Urban Land Institute (ULI) New York, the largest chapter of the Urban Land Institute. Established in 1936, ULI is a global nonprofit

research and education institute supported by more than 46,000 multidisciplinary real estate and urban development professionals in the public and private sectors who are dedicated to advancing the Institute's mission of shaping the future of the built environment for transformative impact in communities worldwide. Since joining ULI in 2013, Mr. Ciampa has led several initiatives to increase the organization's impact in New York. In 2018, Mr. Ciampa launched ULI New York's initiative to increase diversity, equity, and inclusion within its membership. He initiated the organization's efforts to recognize best-in-class development by launching an annual Awards for Excellence in Development competition and gala. During his tenure, Mr. Ciampa also expanded the influence of the organization's community impact initiatives which help communities solve complex land use challenges and enable students and public officials to gain a greater understanding of the fundamental forces that affect development in our communities. Prior to joining ULI New York, Mr. Ciampa served as Deputy Commissioner for Policy and External Affairs for the New York City Department of Housing Preservation and Development (HPD), the largest municipal developer of affordable housing in the nation. During his tenure at HPD, he also served as the initial Planning Director during the creation of Mayor Michael R. Bloomberg's Hurricane Sandy Housing Recovery Office.

Prior to joining HPD, Mr. Ciampa served with the Madison Square Garden Company as the Senior Vice President of Government Affairs. Before joining the Madison Square Garden Company, he worked in the office of Mayor Bloomberg serving as Chief of Staff for then Deputy Mayor for Economic Development, Robert C. Lieber, where he devised, fostered, and implemented economic development policies and initiatives for the Bloomberg administration. From 2004 to 2008, Mr. Ciampa worked for the New York City Economic Development Corporation as the Senior Vice President of Government and Community Relations and later as the Executive Vice President and Chief Operating Officer. He began his career as a legislative attorney in the office of the General Counsel for the New York City Council and later served as Chief Counsel on Ethics and Counsel to the Committee on Standards and Ethics. Mr. Ciampa holds a Juris Doctor degree from St. John's University School of Law and a Bachelor of Arts degree from Fordham University.

### **Richard W. Eaddy**

Mr. Eaddy serves as an Executive Managing Director at Savills in its brokerage/advisory practice, a firm he has been affiliated with since 2008. He has over 30 years of experience in commercial real estate, ten of those years he spent holding full-time state and city-appointed government offices, including serving as project manager for the Grand Central Terminal redevelopment from 1992 to 1996, Executive Director and CEO of Harlem CDC from 1996 to 1998, and Deputy Borough President of the Bronx from 1998 to 2001. In

addition, he has held numerous positions in the private and nonprofit sectors, managing commercial real estate projects and initiatives throughout New York City and the country. He is a senior executive experienced in managing diverse organizations & complex initiatives, with an astute understanding of managing people, processes, and projects successfully. Mr. Eaddy is involved with many civic and philanthropic organizations, and currently serves on the board of the Skyscraper Museum, the Community Service Society of New York, the Bowery Residents' Committee and Madison Square Boys and Girls Club. In 2002, Mayor Bloomberg appointed Mr. Eaddy as a member of the New York City Planning Commission where he served until 2022. In 2023 he was appointed by Mayor Adams to the boards of the New York Industrial Development Agency and the Build NYC Resource Corporation. Additionally, Mr. Eaddy is a member of the Real Estate Board of New York ("REBNY") and was a co-recipient of REBNY's 2021 Edward S. Gordon Memorial Award for Most Ingenious Deal of the Year. In 2021 he joined the board of the newly created Brookfield REIT. Mr. Eaddy holds a M.S. from Columbia University in Real Estate Development and a B.A. from Wesleyan University from its College of Social Studies and in Theater.

### **Adam Friedman**

Adam Friedman is a Strategy Consultant that helps organizations identify and capitalize on opportunities, develop strategic relationships, raise funds, and make more informed decisions to advance their missions. Adam has more than 35 years of experience in economic and community development, urban planning, and policy and the development of sustainable practices. Adam is also recognized nationally for his work to strengthen urban manufacturing and build organizational capacity. Prior to his work as a Strategy Consultant, Adam was Chief Strategy Officer at Pratt Institute, Director of the Pratt Center for Community Development, and managed economic and community development for Manhattan Borough Presidents Dinkins and Messinger. Adam was appointed to the Boards of the IDA and EDC by Brooklyn Borough President Antonio Reynoso. Adam is co-founder and Chairman Emeritus of the Urban Manufacturing Alliance, a national network of economic development professionals in more than 200 cities. His career includes directing the Garment Industry Development Corporation, one of the nation's first public-private labor-management partnerships established to strengthen one of the city's key economic sectors, and creating the New York Industrial Retention Network, a nonprofit organization established to preserve the city's manufacturing sector. While at NYIRN, Adam launched the Made in NYC program which now serves approximately 1,200 local manufacturers.

### **Dan Garodnick**

Dan Garodnick, appointed by Mayor Eric L. Adams, began serving as Director of the New York City Department of City Planning and Chair of the City Planning Commission in February 2022. Dan served in the New York City Council for 12 years, representing the East Side of Manhattan, and was known as one of New York's most independent voices and effective legislators. Dan chaired the City Council's Planning and Economic Development Committees and served as a member of the Land Use Committee. Garodnick, a lawyer who has also served as a not-for-profit executive, is best known for his skill in negotiating complicated land use matters, such as the rezoning of 80 blocks of East Midtown and the Vanderbilt Corridor. This rezoning – approved unanimously by the City Council – not only has already spurred energy and new growth in a key commercial district, but is expected to deliver nearly a billion dollars in improvements to subways and public spaces in Midtown over the next 20 years. Garodnick also negotiated the largest affordable housing preservation deal in New York City's history – 5,000 middle-class housing units in Stuyvesant Town-Peter Cooper Village. He wrote a book on that subject, *Saving Stuyvesant Town*, which Amazon called one of the best nonfiction books of 2021. During his time in the City Council, Garodnick authored and passed 60 bills, which included relief for small businesses from the Commercial Rent Tax, a right for tenants to sue a landlord for harassment, a biotech tax credit, transparency in the use of economic development incentives, the City's first "green" energy code, and various good government reforms. Immediately before he took the helm at the City Planning Commission and the Department of City Planning, Garodnick was President and CEO of the Riverside Park Conservancy, a not-for-profit organization advocating for a six mile park on Manhattan's West Side. Prior to his public service, Garodnick was a litigator at the New York law firm of Paul Weiss Rifkind Wharton & Garrison LLP. He has a B.A. from Dartmouth College, and a J.D. from the University of Pennsylvania Law School, where he served as the Editor-in-Chief of the *University of Pennsylvania Law Review*. He lives with his wife and two sons in Manhattan.

### **Muriel Goode-Trufant**

Muriel Goode-Trufant is the 82nd Corporation Counsel of the New York City Law Department. Ms. Goode-Trufant's tenure at the City's Law Department began in 1991, where she started as an attorney in the General Litigation Division. Over the years, she has held various significant roles, including as the agency's EEO Officer and Chief of the Special Federal Litigation Division, a division she helped create. Ms. Goode-Trufant was appointed managing attorney in 2015, named the First Assistant Corporation Counsel in February 2023 and became Acting Corporation Counsel upon the departure of then Corporation Counsel, Hon. Sylvia Hinds-Radix, in June 2023. Ms. Goode-Trufant has served as a key legal advisor to the Mayor and other City officials, overseeing several legal

divisions and managing the operations of the agency's 1,600-person legal team. Before joining the City's Law Department, Ms. Goode-Trufant was an associate at the Philadelphia law firm Cohen, Shapiro, Polisher, Shiekman & Cohen. She is a graduate of Temple University School of Law and the University of Pennsylvania.

### **Andrew Kimball**

Andrew Kimball is President & CEO of New York City Economic Development Corporation, where he leads NYCEDC's work growing an innovative and inclusive economy for all New Yorkers. Prior to his appointment in 2022, Andrew served as the CEO of Industry City, where he directed the transformation of the long-underutilized industrial facility in Sunset Park, Brooklyn. Under his leadership, Industry City invested over \$450 million in infrastructure and place-making initiatives, and grew thousands of jobs and hundreds of businesses, ranging from startups to Fortune 500 companies. Andrew previously served as President and CEO of the Brooklyn Navy Yard Development Corporation, overseeing the transformation of the 300-acre former Naval ship-building facility into a national model for the creation of innovation-economy jobs, sustainability, and community partnerships. Prior to his time at the Navy Yard, Andrew served as director of operations for NYC2012, the privately funded bid to bring the 2012 Olympic Games to New York City, and as vice president of the New York Public Library. Up until his appointment to NYCEDC, Andrew sat on numerous boards, including the Coro New York Leadership Center, where he served as chair; Prospect Park Alliance; Gowanus Canal Conservancy; Brooklyn Chamber of Commerce; Citizens Budget Commission; and the NYS Regional Economic Development Council. He holds a bachelor's degree from Hamilton College and is a graduate of the Coro Public Affairs Fellowship program. A life-long New Yorker, Andrew lives in Park Slope, Brooklyn with his wife, Sarah Williams, and two children.

### **Brad Lander**

New York City Comptroller Brad Lander was elected to serve as the city's budget watchdog and chief accountability officer on November 2nd, 2021. Lander's background in community organizing and urban planning informs his work to make government work better for all New Yorkers. First elected to the City Council in 2009, Lander co-founded the Council's Progressive Caucus and has a strong track record of partnering with community advocates to win transformative change for a more just and equitable city. Prior to holding public office, Lander spent 15 years in the nonprofit sector as the director of the Fifth Avenue Committee and the Pratt Center for Community Development. He lives in Brooklyn with his wife, Meg Barnette, President and CEO of NonProfit New York, and their children, Marek and Rosa.

## **Venetia Lannon**

Venetia Lannon is Vice President of Environment, Health and Safety at Consolidated Edison Company of New York where she oversees a staff of 225 dedicated to environmental remediation, compliance, and pollution prevention, along with programs to keep all workers safe and support sustainability efforts. Prior she was Vice President at Matrix New World Engineering, with market development responsibilities including climate adaptation services with a focus on nature-based systems for waterfront facilities, green infrastructure, and renewable energy. Before joining the private sector, Venetia spent 20 years in public service most recently as Governor Cuomo's Deputy Secretary for the Environment. In this capacity, she served as environmental policy advisor to the Governor and his cabinet and oversaw the operations of the state's environmental agencies, including the Department of Environmental Conservation, the Office of Parks Recreation & Historic Preservation, the Environmental Facilities Corporation and the Adirondack Park Agency. Previously, Venetia was appointed by Governor Cuomo as Regional Director for the Department of Environmental Conservation, overseeing 200 staff and all aspects of DEC's work in New York City. Prior to that she held several positions working for the City of New York, as a Senior Vice President of the New York City Economic Development Corporation (EDC) and as Deputy Director of the Recycling Bureau at the New York City Department of Sanitation, where she ran the composting program. At EDC, she ran the Maritime division, where key projects included launching the East River Ferry service and developing a barge and rail-served municipal recycling facility in Brooklyn. She was an active contributor to Mayor Bloomberg's Solid Waste Management Plan and an early advocate for sustainability and environmental justice. Venetia graduated from Vassar College with departmental honors and holds a master's in public administration, focusing on environmental policy from Columbia University.

## **Randy Peers**

Randy Peers joined the Brooklyn Chamber of Commerce as President and CEO on September 9, 2019. He brings decades of workforce and economic development expertise, and several years of executive leadership experience growing not-for-profit organizations that serve the business community. During his tenure thus far at the Brooklyn Chamber of Commerce, which has been heavily influenced by the COVID pandemic response, Randy has overseen the launch of five significant new initiatives focused on supporting Brooklyn small businesses while advancing the overall theme of equity -- the Small Business Resource Network, which was adopted city-wide; the Brooklyn EXCEerate social justice lending program; the neighborhood development concentrations in Canarsie, Homecrest and Bushwick; the Brooklyn Entrepreneur Academy; and the launch of the Brooklyn Made

Store, which have all led to meaningful investments and support for small businesses throughout the borough. In addition, Randy significantly expanded the Brooklyn Chamber's international work, hosting over forty foreign delegations visiting Brooklyn, developing partnerships with Seoul, Korea, Ghana, Pakistan, and Dubai, and launching an international affiliate membership program. Randy previously served as the inaugural President & CEO of the Greater Reading Chamber Alliance (GRCA) in Berks County, PA. For over a decade he was CEO of Opportunities for a Better Tomorrow (OBT), a Brooklyn-headquartered workforce development organization that was the leading provider of disconnected youth job training services in NYC. From 2002-2006, Randy served as Vice President of Economic Development at the Brooklyn Chamber of Commerce. Randy holds a Bachelor's degree from Brooklyn College and an MPA from NYU's Wagner School of Public Service. Randy was born, raised, and spent most of his professional career in Brooklyn, having lived in five different neighborhoods across the borough.

### **James Prendamano**

James Prendamano is the CEO for Casandra Properties, Staten Island's premier real estate firm. For over 20 years, James has shepherded the completion of transformative projects, including major initiatives reshaping Staten Island's commercial real estate landscape. Currently James serves as a consultant and Broker responsible for bringing NYC's first and only outlet mall to the St. George district of Staten Island. This has resulted in bringing thousands of much needed construction and permanent jobs to the community. He also developed an exclusive Real Estate Portfolio Optimization program helping non-profits unlock capital through their real estate to help fund their mission. James also serves on the board of Staten Island Chamber of Commerce; as a cabinet member for the Staten Island Economic Development Corporation, and is a member of the International Council of Shopping Centers and various Real Estate Associations. He also serves on the board of directors CFLC (Central Family Life Center).

### **Shanel Thomas**

Shanel Thomas recently joined the LaGuardia Airport Team as the Community Outreach Manager for the LaGuardia Redevelopment Program. In this role, Ms. Thomas serves as the public information liaison on the redevelopment program by developing and maintaining working relationships with elected officials, businesses, and community leaders. Her responsibilities include keeping the public informed on the progress of the program, informing the public of available opportunities during and after redevelopment (e.g. employment and contract opportunities), and monitoring consumer activities to improve customer experiences, as well as support the communities surrounding the airport. Ms. Thomas brings over fifteen years of experience in community development, capacity

building, sales, business development, event production, program execution, and media relations. A life-long resident of East Elmhurst Corona, Ms. Thomas has served on several local boards, including the Kiwanis Club of LaGuardia Airport, Elmcors Youth & Adult Activities, Inc., Neighborhood Housing Services of Queens CDC, Neighborhood Housing Services of New York City, 115th Precinct Council, and Community Board 3. Ms. Thomas has a BA in International Business with a concentration in marketing and holds her Masters in Public Administration from Howard University. Ms. Thomas has also studied abroad at the Sorbonne in Paris, France, and the Cultural Institute in Oaxaca, Mexico.