

Subject: Online Form Submittal: Advisory Group Application
Date: Wednesday, December 11, 2024 9:16:10 PM

Advisory Group Application

Step 1

Application for Appointment to Whatcom County Advisory Groups

Public Statement

THIS IS A PUBLIC DOCUMENT: As a candidate for a public advisory group, the information provided will be available to the County Council, County Executive, and the public. All advisory group members are expected to be fair, impartial, and respectful of the public, County staff, and each other. Failure to abide by these expectations may result in revocation of appointment and removal from the appointive position.

Title	Field not completed.
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First Name	Nicholas
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Last Name	Greif
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Today's Date	12/11/2024
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Street Address	
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City	
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Zip	
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Do you live in Whatcom County?	Yes
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Do you have a different mailing address?	Field not completed.
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Primary Telephone	
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Secondary Telephone	Field not completed.
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Email Address	
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Step 2

1. Name of Advisory	Planning Commission
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Group

2. Do you meet the residency, employment, and/or affiliation requirements of the position for which you're applying?

Yes

3. Which Council district do you live in?

District 3

4. Have you ever been a member of this Advisory Group

No

5. Do you or your spouse have a financial interest in or are you an employee or officer of any business or agency that does business with Whatcom County?

No

6. Have you declared candidacy (as defined by RCW 42.17A.055) for a paid elected office in any jurisdiction within the county?

No

You may attach a resume or detailed summary of experience, qualifications, & interest in response to the following questions

Attached

7. Please describe your occupation (or former occupation if retired), qualifications, professional and/or community activities, and education

I am a public policy professional with extensive experience in local government, focusing on land use, housing, and economic development. In my roles within government, I led strategic initiatives benefiting over 250,000 residents, including the creation of affordable housing, reforms to transportation policy, and the development of one of the nation's largest children's college savings account programs. Collaborating with community members and city departments, I worked to advance policies addressing housing affordability and sustainable development.

My career also includes leadership roles in private industry, where I supported public policy strategy and external affairs for education and emerging transportation technologies. These roles complemented my passion for community-focused solutions, which I bring to all aspects of my work.

I hold an MBA from the UCLA Anderson School of Management and a Bachelor of Science in Economics from the Wharton School at the University of Pennsylvania. In addition to my professional career, I have served in various leadership roles within my community, including as President of the Palms Neighborhood Council, where I spearheaded infrastructure improvements and community revitalization projects.

8. Please describe why you're interested in serving on this Advisory Group.

I am interested in serving on the Whatcom County Planning Commission because it aligns with my commitment to fostering equitable, sustainable, and community-driven planning and development. My experience working on land use, housing, and economic development policies in local government has given me a firsthand understanding of the challenges and opportunities facing communities. I believe thoughtful policy-making, informed by diverse perspectives, is essential to addressing critical issues such as housing affordability, sustainable growth, and community engagement.

Through my previous roles, I've collaborated extensively with residents, advocacy groups, and government agencies to create policies that balance economic development with community needs. Serving on this Advisory Group offers an opportunity to contribute my expertise to meaningful discussions and decisions that will shape our region's future. I'm particularly motivated to engage with other members of the community who are equally passionate about creating innovative and inclusive solutions.

References (please include daytime telephone number):

Councilmember David Ryu (Ret.), 213-926-1779

Appointment Requirements

I understand and agree

Signature of applicant:

Nicholas Greif

Place Signed / Submitted



(Section Break)

NICK GREIF

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P R O F E S S I O N A L E X P E R I E N C E

InStride Education

Vice President, Communications and External Affairs – Bellingham, WA *Feb. 2022 – Present*

- Lead state and federal policy strategy focused on increasing access to education for working adults, including expanding eligibility for IRS Tax Code Section 127.
- Direct public relations initiatives, including press outreach, media interviews, thought leadership, and consumer research.

Chief of Staff and Vice President of Communications – Bellingham, WA *Aug. 2022 – Feb. 2022*

- Drive special projects for the CEO including Board of Directors reporting, re-organizing the sales center of excellence, and managing the sales operations team.
- Oversee all external and internal communications, encompassing managing internal communications specialists and multiple public relations contractors. Rebuilt team and strategy, leading to a sales vertical focused approach with a 112% increase in earned media.

Motional AD (Hyundai & Aptiv \$4B autonomous vehicle joint venture)

Senior Manager, Public Policy – Santa Monica, CA *Mar. 2021 – Aug. 2022*

- Led western U.S. public policy operations for Motional's self-driving car business by developing and implementing legislative strategy at the national, state and local level.
- Developed and launched Motional's national Corporate Social Responsibility program "*Motional for Safe Streets*", including generating buy-in from executive leadership and crafting strategic direction and marketing messaging.

Office of Los Angeles City Councilmember David Ryu

Chief of Staff – Los Angeles, CA

Oct. 2018 – Dec. 2020

Director of Policy and Legislation – Los Angeles, CA

Sep. 2015 – Oct. 2018

- Set strategic vision and direction for the elected office and managed 25 staff members and a \$4-million annual budget until the Councilmember's term of office ended.
- Led the office's economic development, legislative, real estate development, press communications, and constituent customer service divisions covering 250,000 residents.
- Orchestrated project execution on major initiatives including the largest children's college savings account program in the nation, the largest change to campaign finance law in the history of the City, California's largest bike and scooter micromobility program, the largest public art program in the City of Los Angeles, and hundreds of units in new low income housing.

Office of the Mayor of Los Angeles, Eric Garcetti

Economic Development and Business Policy Advisor – Los Angeles, CA

Jan. 2014 – Sept. 2015

- Researched, designed, negotiated, and successfully enacted Los Angeles' phased minimum wage increase with a coalition of business, labor, and community partners, reducing poverty for 500,000 Angelenos. New law served as a model for LA County and CA state minimum wage laws.
- Reformed the city's business tax code, lowering rates and realigning incentives to increase Los Angeles' economic competitiveness, retain enterprises and attract new investment.
- Led policy development for aerospace and bioscience sector growth strategies by convening industry leaders, assessing economic data, and writing grant applications.

Deloitte Consulting LLP, Strategy and Operations Practice

Management Consultant – San Francisco, CA & Boston, MA

Aug. 2011 – Dec. 2013

- Developed and executed strategic client-centered operational enhancements through process improvement, management training, executive presentations, data analytics, project management, economic research, client workshops, and financial modeling.
- **Select Client Experience:**
 - **Walmart Inc.:** Developed store improvement program to enhance in-stock performance.

- Selected by project leadership to fill managerial role to train new consultants.
- **T-Mobile:** Built financial models for cost reduction assessment. Extended on project to oversee finance department's program implementation. Entrusted to lead entire IT workstream from project analysis through execution.
- **BioMarin Pharmaceutical Inc.:** Completed procurement assessment and strategic roadmap for the CFO through analysis of spending data, stakeholder interviews, and benchmarking with subject matter experts.
- **NIKE, Inc.:** Analyzed modular shared services implementation scenarios and developed executive presentation materials to deliver findings to senior leadership.
- **UBS Group AG:** Assessed fiscal viability of merging internal finance service entities by employing technology requirement research and financial data analysis.

EDUCATION, LEADERSHIP, PHILANTHROPY, & AWARDS

Anderson School of Management – Los Angeles, CA 2021 – 2023 **University of California, Los Angeles**

- Executive M.B.A., 4.0 GPA
- Outstanding Academic Achievement Award (top 2% class rank)
- Entrepreneurial Excellence Capstone Award finalist
- Recipient of UCLA MBA Dean's Fellowship, a 2-year merit award

Wharton School of Business – Philadelphia, PA 2007 – 2011 **University of Pennsylvania**

- B.S. in Economics (*cum laude*), Finance Concentration, *Dean's List*
- Political Science Minor, College of Arts and Sciences
- Elected Chair of the Nominations and Elections Committee branch of university government

Glass Leadership Institute – Los Angeles, CA 2021 **Anti-Defamation League**

- Invitation-only leadership program focused on building professional tools, including public speaking and data analysis, to promote equity and inclusion in communities.

Palms Neighborhood Council – Los Angeles, CA 2014 – 2018 **Elected President (2016-2018), Elected Treasurer (2014-2016)**

- Engineered turnaround of the board bringing public art, infrastructure improvements, and resources to the community, culminating in earning the *2018 Empower Los Angeles Award*.
- Represented 40,000 constituents and managed a \$50,000 public funds budget.

40 Under 40 Emerging Civic Leaders Award – Los Angeles, CA Awarded May 2017 **Los Angeles Empowerment Congress**

- The Emerging Civic Leaders Committee engages leaders under the age of 40 in opportunities surrounding civic engagement, advocacy and philanthropy. Each year the committee recognizes 40 rising young professionals for their accomplishments in civic leadership.

Ford Theatres Foundation – Los Angeles, CA 2016-2018 **Member of the Board of Directors**

- Transitioned the Ford Theatres into a high profile, modern arts and entertainment venue.
- Raised \$250,000 for new programs and capital improvements.