

Richard F. Greenberg
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Torch, Inc., New York, NY. 2016 – present.

Co-Founder and Chief Executive Officer

Co-founded and lead Torch, the first nonpartisan social media intelligence platform customized for the U.S. civic sector, including advocacy groups, grant-making foundations, corporate social responsibility teams and elected officials. Torch works with the Ford Foundation, Carnegie Corporation, The Foundation Center, Bill & Melinda Gates Foundation, Obama Foundation, Goldman Sachs, Annie E. Casey Foundation, Prudential Foundation, Advocacy Institute, JustLeadershipUSA, DSCC, Precision Strategies, BattleAxe Digital, Purpose and more than forty Members of Congress across the country to strengthen their intelligence, communications and coalition-building.

Amplify, Inc., Newark, NJ. 2013 – 2016.

Founding Partner and President

Founded and led Amplify, a national pioneer in producing data-backed digital media to drive public awareness and social change using an innovative three-part model: 1) data, 2) digital storytelling and 3) strategically coordinated advocacy. Amplify partnered with a range of leading organizations to help them achieve their local, state and federal strategic communications and organizing goals, including the Annie E. Casey Foundation, Goldman Sachs, YouthBuild USA, Joseph C. Cornwall Center for Metropolitan Studies at Rutgers University, Center on Budget and Policy Priorities, van Ameringen Foundation, Education Law Center, New Jersey Institute for Social Justice, New Jersey Office of the Attorney General and the Center for Collaborative Change.

New Jersey Institute for Social Justice, Newark, NJ. 2006 – 2010 / 2011 – 2014.

Chief Operating Officer (2011 – 2014) and Director of Strategic Communications & Equal Justice (2006 – 2010)

As Chief Operating Officer, managed the Institute's \$2.3 million budget and staff of 12 people and oversaw communications, development, strategic planning, policy development and board relations. Advised Governor Corzine, Senator Booker, and Attorney General Milgram teams on a broad range of policy issues and strategy matters, including prisoner reentry, workforce development, affordable housing and urban economic development. Led Institute-wide strategic communications program to ensure that NJISJ's work engaged key audiences and stakeholders, focusing on policymakers, media and community leaders. Researched and wrote policy briefs and white papers, testified at legislative hearings and collaborated with community advocates on criminal justice and urban economic development initiatives. Directed the Second Chance Campaign of New Jersey, a statewide advocacy coalition that passed the most sweeping criminal justice reform legislation in New Jersey's history, which *The New York Times* called, "a model for the nation." Produced award-winning documentary film on gangs and criminal justice, "Moral Panic."

The Fund for New Jersey, New Brunswick, NJ. 2010 – 2011.

President

Served as President of New Jersey's leading foundation investor in policy advocacy and communications. Awarded \$2.5 million in annual grants to nonprofit organizations throughout New Jersey and managed the foundation's \$60 million philanthropic endowment.

Marga, Inc., New York, NY. 2004 – 2006.

Executive Vice President

Advised grant-making, strategic planning and leadership development for private foundations, federal government agencies and nonprofit service providers, including the Annie E. Casey Foundation, HUD, Corporation for National and Community Service, Harlem Children's Zone, Abyssinian Development Corporation, Kellogg Foundation, CityKids Foundation and New World Foundation. On behalf of Annie E. Casey, managed grant-making of the foundation's Anchor Institutions Portfolio to support community development initiatives in Washington DC, New Orleans, Baltimore, Atlanta and New York City. Responsible for core business operations, including strategic planning, management of junior staff, business development, client relations, marketing and cash flow forecasting.

Greenwich House, New York, NY. 2000 – 2004.

Senior Development Officer (2000-2002) and Senior Development Consultant (2002-2004)

Researched and wrote grant proposals for foundation, corporate and government giving.

Responsible for leading funder site visits, building strategic alliances and board development.

Secured largest foundation and corporate grants in Greenwich House's 103-year history:

\$150,000 capital grant from the Booth Ferris Foundation and \$100,000 general operating grant from Goldman Sachs. Built the agency's first advisory board, consisting of 42 financial, media, arts, legal and education professionals.

Mentoring USA, New York, NY. 1999 – 2000.

Program Director

Managed 32 site coordinators and supervised corresponding after-school mentoring programs based at public schools and community centers in Manhattan. Built partnership with Colin Powell's America's Promise. Initiated funding partnerships with Goldman Sachs, Morgan Stanley and Time Warner. Coordinated media for Matilda Cuomo, Chairwoman.

Gold & Green Productions, New York, NY. 1996 – 1999.

Co-Founder and Producer

Produced and wrote educational documentary programming and nonprofit fundraising video.

EDUCATION

Columbia University School of International and Public Affairs, New York, NY, Master of Public Administration, 2004. Concentration in U.S. Social Policy and Nonprofit Management.

Cornell University, Ithaca, NY, B.A., 1995. American Studies major, Latin American Studies minor. Cum laude, Phi Beta Kappa, distinction in all subjects.

PUBLICATIONS & ACTIVITIES

“Do No Harm” (2007), New Jersey Institute for Social Justice
“Financial Institutions and Society” (2005), Marga Incorporated
“From the Ground Up” (2004), Community Service Society of New York
Guest lecturer, Columbia University School of International and Public Affairs
Guest lecturer, Harvard Kennedy School of Government
Board Member, Columbia University Community Impact
Trustee, Center for Collaborative Change
Trustee, YouthNet
District Leader (elected), Essex County, NJ
Affordable Housing Board Member (appointed), Maplewood, NJ
Planning Board Member (appointed), Maplewood, NJ
National Policy Advisor, Obama for America 2008