

Print

Advisory Board & Committee Interest Form - Submission #19597

Date Submitted: 10/24/2022

Last Name*

Greenfield

First Name*

Julie

District # You Live In.*

1

Home Address*

4226 North Ocean Dr

City*

Hollywood

State*

FL

Zip Code*

33019

Home Phone

Cell Phone

3214740511

Email Address*

julie.greenfield@me.com

Owner or Renter *

owner

Number of years as city resident*

2

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

Bachelor

Occupation*

Operations Manager

Work Phone

Business Name*

SAY Carbon Yachts Miami

Business Address

7345 W 20th Ave

City

Hialeah

State

FL

Zip Code

33014

Identify the board / committee(s) to which you request appointment (Please rank in order of preference)

Selection (1)*

Marine Advisory Board

Selection (2)*

Marine Advisory Board

Selection (3)*

Marine Advisory Board

Selection (4)*

Marine Advisory Board

Affordable Housing Advisory Committee - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? • Home Purchase Education, • Housing Market Employment. • Housing Market Stability. • Affordable Housing Construction. * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? • Ownership Housing Affordability, • Rental Housing Affordability, • Housing Market Stability, • New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

African American Advisory Council - Questions*

Please answer these five questions above. 1. What is the greatest challenge facing the African American Community in Hollywood? 2. How many hours per month can you dedicate to AAAC initiatives? 3. Which of the following disciplines are you most skilled? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 4. Which of the following disciplines are you most passionate? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 5. What (if any) life experience motivated you toward volunteerism?

Artwork Selection Committee - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. Why do you want to join the Artwork Selection Committee? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Monday each month at 5:30pm? 5. What is your one area of highest interest related to the Arts within the City of Hollywood?

Civil Service Board - Questions*

Please answer these five questions above. 1. Describe your involvement with establishing, reviewing and interpreting policies and procedures? 2. Describe your involvement in employment practices including interviewing, testing, hiring, selection and promotion, demotions, transfers, etc. 3. Describe your knowledge of Civil Service and its purpose. 4. Why do you want to serve on this Civil Service Board? 5. Are you a continuous resident of and continuous registered elector in the City of Hollywood?

Community Development Advisory Board - Questions*

Please answer these five questions above. 1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data? A Hollywood LMI Map is located at www.hollywoodfl.org on the Community and Economic Development webpage. 2. What Community Development issues do you believe are the most important to Hollywood? 3. What is your definition of a healthy neighborhood? 4. What do you believe is the vision and primary work of the Community Development Advisory Board? 5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

Education Advisory Committee - Questions*

Please answer these five questions above. 1. What are the current challenges facing education? 2. What is your vision for education in Hollywood? 3. What do you see as the primary work of the Education Advisory Committee? 4. With only one meeting a month, the Committee is limited in what it can do. How does/should the Committee decide what's most important? 5. How can the Committee know if its mission and goals are being accomplished?

Employees' Retirement Plan - Questions*

Please answer these five questions above. 1. Are you familiar with the State's Sunshine Laws (Chapter 119 of the Florida Statutes)? 2. Are you available to attend in person regular monthly Board meeting (typically held the 4th Tuesday of each month)? 3. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Plan? 4. What do you believe are the responsibilities of a trustee on a municipal retirement plan board? 5. Are you familiar with municipal defined benefit retirement plans and/or have previous experience serving on a municipal retirement plan board?

Firefighters' Pension Board - Questions*

Please answer these five questions above. 1. What knowledge, skills and abilities would you bring to the meetings? 2. What experience do you have with firefighter pensions? 3 What is your financial background? 4. How many years have you lived in Hollywood? 5 How familiar are you with local retirement systems?

General Obligation Bond Oversight Advisory Committee - Questions*

Please answer these four questions above. Why do you want to join the GO Bond Oversight Advisory Committee? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. 3. Which Bond interests you the most? Public Safety? Parks/Golf/Open Space or Neighborhoods & Resiliency? 4. What is your perspective on city quality of life, healthy neighborhoods, economic development & a strong tax base?

Historic Preservation Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Historic Preservation Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base, within the Historic Districts, while maintaining neighborhood stabilization? 4. How would you balance historic architecture with modern architectural styles? 5. What do you like about the City's different Historic Districts?

Hollywood Housing Authority - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? * Property Management, * Affordable Housing Administration, * Housing Market Stability, * Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? * Property Management, * Rental Housing Affordability, * Housing Market Stability, * New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

Marine Advisory Board - Questions*

1. I am a resident on the ICW, avid boater and water sports enthusiast. I've worked with HPD, Ofc La Pierre, to identify derelict and hazardous vessels.

2. I am interested in protecting our ICW, the wildlife and environment overall. I will balance this with the need to provide a safe experience for all along our waterways. My experience in business and sales provides the knowledge and skills to bring creative solutions to provide income to the City while maintaining a safe environment.

3. Yes, I can dedicate 2-3 hours monthly.

4. Yes. I am a boater, diver, paddle boarder, jet skier and overall water enthusiast. I am also the operations manager for a new boat dealer, SAY Carbon Yachts Miami.

5. My vision for the city of Hollywood's Waterway is to work together to provide creative solutions to meet the growing needs of boaters and residents, while cleaning up the environmental hazards that I witness daily. We have to protect the environment so that we are able to enjoy its use and restore the marine habitats for our endangered manatees.

Please answer these five questions above. 1. What is your involvement with the City of Hollywood's Waterways? 2. What will guide your decisions on this board? 3. Are you able to dedicate 2-3 hours a month to attend the meetings? Attendance is paramount to this Board being able to get things done. 4. Are you currently or have you been a boater, marine industry professional or involved in any other marine related industry? 5. What is your vision for the city of Hollywood's Waterway system?

Parks, Recreation & Cultural Arts Advisory Board - Questions*

Please answer these six questions above. 1. How many events have you attended in the past year at any of the parks and athletics facilities in the City? 2. How many City-sponsored special events have you attended for the past year? 3. Are you available to attend regular Board meetings? Regular meetings are on the 1st Thursday of the month for 8 months per calendar year. 4. What is your one area of highest interest related to the parks, recreation and cultural arts for the City? 5. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 6. How does parks, recreation and cultural arts contribute to quality of life?

Planning & Development Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Planning and Development Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization? 4. What recent developments within the City are most proud of? 5. What is a Comprehensive Plan?

Police Officer's Pension Board - Questions*

Please answer these five questions above. 1. What is a fiduciary? And what is your responsibility to the police pension plan as a fiduciary? 2. What is the Sunshine Law? 3. What is Asset Allocation & Diversification? 4. Explain the history of Chapter 99-1 and Chapter 185? 5. Define the role of the Actuary and the Auditor?

Sustainability Advisory Committee - Questions*

Please answer these five questions above. 1. Why do you want to join the committee? 2. Have you attended any committee meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the committee if appointed? 4. What other organizations, clubs, or associations are you involved in? 5. Are you available to attend regular committee and subcommittee meetings? Regular meetings are held monthly with subcommittee meetings held as needed. 6. What types of projects would you like to see the committee work on?

Young Circle ArtsPark Advisory Board - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. How many ArtsPark events have you attended within the past year? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Tuesday each month at 5:30 pm? 5. What is your one area of highest interest related to the ArtsPark at Young Circle?

Are you interested in serving on more than one board/committee?*

No ▾

If so, how many?*

1 ▾

Applicant must attend at least one board/committee meeting prior to consideration of application for every board applied. Please list board/committee meetings you attended in the last year?*

9/21/22

Are you currently on a County or City Board?*

No ▾

If yes, please describe

If you are applying for a board / committee, which has specific requirements / categories, please detail how your background and/or experience meets the required criteria.*

I have been boating since I was a child and have owned multiple boats as an adult. Additionally, I am involved in the marine industry.

Please describe your professional and/or volunteer experience or background, which best qualifies you for selection to the board / committee.*

Throughout my life, I have been involved in a variety of volunteer organizations, including holding board positions. Along with my professional experience, this provides me the knowledge and skills to work with diverse points of view to achieve goals.

Are you presently employed by the City of Hollywood?*

No

If so, in what capacity?*

NA

Attach Resume (only .doc and .pdf files)*

Julie Greenfield Resume-OCT.docx

Julie Greenfield

+1 321.474.0511 Hollywood, FL

Julie.Greenfield@me.com jgreenfield@saycarbonmiami.com [linkedin.com/in/juliegreenfield](https://www.linkedin.com/in/juliegreenfield)

A proven empathetic senior leader and enablement professional with over 10 years' experience in GTM efficiency and effectiveness to drive revenue and increase employee retention, promotion and engagement. Sought after and recognized as a thought leader and public speaker delivering 10 webinars and 2 podcasts to international audiences since 2019.

Professional Experience

Operations Manager, SAY Carbon Yachts Miami, Hialeah, FL – Remote – September 2022 – present

- Strategic business advising; overseeing daily operations
- Manage the development of regional and country-specific marketing plans and tradeshows to increase brand awareness, market engagement and drive pipeline.
- Develop and manage partner relationships

Head of Revenue Enablement, CentralSquare Technologies, Lake Mary, FL – Remote – March 2021 – July 2022

- Developed and executed revenue enablement charter supporting 220 employees.
- Directly managed 2 and 4 indirect/matrix employees.
- Advised CRO, 4 VP and 10 front-line managers on talent risk, development, and succession planning resulting in the promotions and retention of employees.
- Developed and executed multi-channel onboarding program SAP/Litmos, Vidyad, virtual instructor-led and in-person reducing ramp time from 1 year to 90 days.
- Within first 60 days, certified on CentralSquare Vista Value Selling methodology (CSVS), conducting quarterly virtual led programs training over 80 revenue team members in 1 year.
- Partnered with the Chief Product Officer to improve GTM, roadmap updates and product enablement to embed CSVS resulting in a defined process, templates, and quarterly cadence.
- Advised CIO to consolidate communication and content channels resulting in an IT initiative to migrate heritage Wiki to SharePoint, leading the charge to leverage Office365 for Revenue Team communications, engagement, and content management, reducing costs.
- Led the design and execution of hybrid kickoff in 2 locations and remote for 300 employees.
- Actively participated in ERGs including Communications Chair for Elevate Women's Leadership. Designed and executed 1 internal and 3 external panels for annual user conference.
- Delivered 3 webinars and 2 podcasts for revenue and enablement industry.

Director Sales Enablement and Readiness, Brainshark, Waltham, MA – Remote – July 2019 – March 2021

- Led project to develop a standard 15-minute demo overview, collaborating with C-suite across sales, marketing, product management and customer care. Led the development of curriculum, coaching challenges and executed the launch of the program in Brainshark and through live virtual certification sessions, certifying 75 team members.
- Partnered with CHRO to integrate M&A employees into the culture, learned their proven practices and created common shared practices.
- Developed thought leadership content for marketing collateral, webinars and in-person events for 7 public speaking engagements up to 500 attendees resulting in MQLs.
- Designed and executed career path plans in Brainshark from ADR/BDR to AE, AM and CSM roles.
- Led midmarket sales team of 6 AEs during Director's family leave and other absences.
- Coached 6 midmarket AEs resulting in exceeding quota 4 consecutive quarters.
- Led HomeOffice2Win! by 2Win! Global to educate, evaluate and certify 75 sales, customer care employees and C-suite to enhance their virtual presence moving from 5% to 100% remote work.

- Designed and executed MEDDICC program, embedding into CRM/Salesforce and sales process.

Director Global Sales Enablement & Events, Ellucian, Reston, VA – Remote – April 2017 – June 2019
 Global Sales Enablement Manager – July 2015 – March 2017
 Senior Sales Enablement Consultant – Jan 2014 – June 2015

- Advise C-suite and 4 Regional SVP leaders on communications regarding the appropriate audience, time, and channel including talk track, rehearsals, coaching and feedback to maximize effectiveness resulting in an increase in employee satisfaction.
- Designed and implemented a global sales enablement team of 8 responsible for the onboarding, growth, and development of 300 internal employees.
- Led a matrix team across sales, pre-sales and services to onboard, and annually development 12 partner organizations across Latin America, Caribbean, Europe, Middle East, Asia Pacific, and North America. Inaugural training of 14 participants across 8 resellers resulted in 6 new ERPs.
- Coach 6 VPs and 10 front-line managers on techniques to manage organizational change, increase employee engagement, retention and promotion.
- Implemented Command of the Message, Sale and Plan, MEDDPICC and attended Force Management’s train-the-trainer program.
- Partnered with equity CRO to implement and embed Sandler Selling System into sales process.
- Collaborated with CROs to execute 3 different sales transformations.
- Designed and executed a hybrid onboarding program consisting of self-paced modules in Cornerstone, virtual instructor led and in person events supporting 300 employees, decreased ramp time across roles, increased retention and promotion.
- Created a global reference program, the foundation for loyalty program Illumination, through collaboration across marketing, product management, services and sales. Processed over 700 requests resulting in over \$51 million in closed business tied to a reference.
- Collaborated with Talent Development to design an award-winning 12-week intern program. Hired 7 college and 1 Year-Up intern supporting early career and alternative career paths.

Cloud Services Architect Solutions Consultant, Ellucian, Maitland, FL – Nov. 2010-Dec 2013
Account Executive, IKON-Ricoh, Maitland, FL
TechEaz Web Services, Small Business Owner, Apopka, FL

Skills

DEI Workplace Certification	Facilitator	Learning & Development
Employee Engagement	Public Speaker	Process Improvement
Change Management	Talent Recruitment & Acquisition	Communication
Coach/Mentor	Succession Planning	Sales Methodology

Education

Bachelor of Science, Computer Information Systems/Nova Southeastern University
Diversity, Equity and Inclusion in the Workplace Certificate/USF Corporate Training and Professional Education, May 2021

Professional Organizations & Interests

Modern Sales Pros & DEI Committee Member • Sales Enablement Society • Women in Revenue • Sales Enablement Collective • RevGenius • Hollywood Women’s Club

Reading • Boating • Paddle Boarding • Diving • Yoga • Environmentalist • Community Engagement