



Dana Redd is a proven and experienced leader with over 20 years service in the public sector. She is known as a forward-thinking professional with a demonstrated ability to lead organizational change. In fact, SJ Magazine recognized Ms. Redd as “The woman warrior who just might change Camden” touting her tough stance and decision to join the Camden County Police Department. The transition, not only, lead to more officers patrolling the city, but also, resulted in significant crime reduction within the first year of operation. The NJ Spotlight published article “Upgrade In Troubled City’s Credit Rating Gives Camden New Hope” featured the city’s progress under her leadership.

Dana Redd has worked in various positions from local government to the New Jersey State Senate. As former City Council representative, and Chair of the Housing Authority, Ms. Redd worked to secure the city’s third HOPE VI designation. The investment of \$122 million helped transform an entire community with new public housing, with expanded access to healthcare, and also, provided community supportive services for residents to reach self-sufficiency. As former State Senator, Ms. Redd was a member of Budget and Appropriations Committee, the Joint Committee on the Public Schools, and Urban Affairs Committee. She sponsored and negotiated the passage of legislation creating the Homeless Trust Fund, and \$3.9 billion in new school construction funding for New Jersey Abbott Districts.

As Mayor, she successfully transitioned the city from state takeover to local control. Ms. Redd immediately launched a capacity building retreat for her executive staff and department heads focused on the “change model.” The initiative, not only, allowed her to set the vision, mission and goals for transforming the city, but also, fostered team building to increase service delivery and improve consumer satisfaction. While 2012 began the transition to a Camden County Police Department for public safety, in 2013, Ms. Redd lead a full state intervention for the public school system to improve academic outcomes for urban youth. The state and local partnership is focused on creating the “cradle to college to career” pipeline in education offered through traditional, charter, and Renaissance schools. Most notably, in 2014, Standard & Poor’s Rating Services (S&P) published an issuer credit rating of BBB+. S & P recognized the fiscal controls the Redd Administration instituted in order to improve and stabilize the finances of the city. This was a great achievement since the city had not received an investment grade rating in more than 15 years.

Dana Redd is a graduate of Rutgers: The State University – Camden Campus with a B.S. degree in Business Studies. She earned CEUs at the Edward J. Bloustein School of Planning/Public Policy, as well as, at the CSC/ERC Robert J. Thompson Eastern Leadership Academy. She also has received her M.A. degree in Human Services Administration from Lincoln University.

Ms. Redd is an active member of the Rutgers-Camden Board of Directors, the Joint Board of Governors for Rowan-Rutgers University, and the Co-Chairman of Cooper’s Ferry Board of Directors. In addition to her business acumen and volunteerism, Ms. Redd fosters and values the importance of civic engagement, grassroots organizing and responsible redevelopment. She is a motivational speaker for interfaith organizations, professional women’s groups and chambers of commerce.

To date, Dana Redd continues to tackle the tough issues in Camden by making difficult choices and pursuing sustainable solutions. She strongly believes that a holistic approach must be undertaken to rebuild a city and to create a more vibrant, thriving urban core. A results driven leader, Ms. Redd has a unique ability to inspire hope, to effect change, and to transform organizations. Dana Redd clearly understands the enormous responsibility that comes with leadership.