

## Maurice A. Henderson II

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A highly versatile and experienced operative with a strong track record of producing results by excelling in diverse workplace environments as an executive in corporate, government and political arenas. Extensive experience in transportation, technology management, communications, legislative affairs, intergovernmental relations, human resources, budgeting, performance management, labor relations, grants management, data analytics and process improvement.

### *Key Career Highlights and Skills*

- In the first year at Bird, the global Government Partnerships team maintained a city RFP win rate of over 90% globally, with the team I directly oversaw having an over 95% win rate. Bird has operated in over 150 cities around the world, including a portfolio of markets in my purview with over +\$65M in combined annual revenue
- Created and executed a strategy to build the Portland Mayor's team and the process for selection of bureau assignments, policy priorities for the new administration, and key performance metrics
- Led the City of Portland's team on our bid to win the 2016 US Department of Transportation's and Vulcan Smart Cities Challenge, Portland finished as one of the top finalists in the competition
- Orchestrated the District of Columbia's outreach and marketing campaign in partnership with the United States Census Bureau in the most successful population count in the District's history, 72% response rate
- Managed the business unit that provided functional support, customer care, and maintained the performance metrics for approximately \$1.2B in government for more than 70 different District agencies and programs
- Managed the success and seamless human capital and asset merger of the former Washington Convention Center Authority and DC Sports and Entertainment Commission, now the Washington Convention and Sports Authority known as Events DC
- Provided strategic policy, political and communications advice top procurement officials at the federal, state, and local level

### **BIRD RIDES, INC (Feb. 2019-Jan. 2021)**

Directed a team focused on government and local stakeholder engagement efforts in over 50 municipalities throughout the United States, from Washington, DC to Honolulu. I also worked on several international engagements as well. Acted as one of Bird's principal spokespersons for media, public events, including international conferences.

### ***Senior Director of Government Partnerships, Bird Rides Inc (Sept. 2020-Jan. 2021)***

- Directed a team of dedicated managing multiple government and local stakeholder relationships across several US markets for Bird, included a portfolio of over +\$65M in combined annual revenue
- Strategized with corporate executive leadership on approaches to retain and increase market share both domestically and internationally
- Provided executive sponsorship for one of the Employee Resource Groups, Bird Noire

### ***Director of Government Partnerships, Bird Rides Inc (Feb. 2019-Sept. 2020)***

- Led a team of dedicated client management professionals focused on maintaining positive relationships for Bird with government and non-governmental partners in our efforts to either expand current market share or to open new markets domestically, a portfolio that included over +\$55M in combined annual revenue
- Provided strategic guidance and support to various internal Bird teams, including the C-Suite as the company made determinations regarding key investments.
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### **TRI-COUNTY METROPOLITAN DISTRICT of OREGON (July 2018-Feb. 2019)**

Directed all transit operations and other key functions as the principal advisor to the General Manager.

### ***Chief Operating Officer, Office of the TriMet General Manager (July 2018-Feb. 2019)***

- Provided leadership, support, and counsel to the General Manager, Board of Directors, and TriMet staff. Oversaw over 1,400 employees while directing the transit company's Rail and Bus Operations, Maintenance, Safety and the Environment, Internal Business Services, Development, Paratransit, and Information Technology, Permitting as well as Asset Management with an annual operating budget of ~\$1.5B.

### **CITY of PORTLAND, OR GOVERNMENT (April 2015-July 2018)**

Served as the Chief-of-Staff and Director of Strategic Initiatives in the Office of Mayor Ted Wheeler and directed the day-to-day operations of the office and various aspects of the City. Also served as the Assistant Director for the City's Transportation Bureau. Other principal functions included partnering with government, private and academic partners to provide key policy, operations, and political support to find efficiencies at various levels of government.

### ***Chief-of-Staff & Director of Strategic Initiatives, Office of Mayor Ted Wheeler, (Jan. 2016-Present)***

- Provided leadership, support, and counsel to the Mayor, his staff and the bureaus within his portfolio as well as the entire City enterprise, representing an annual operating budget of \$4.4B
- Led the discussions on the completion of a budget process that prioritized an unprecedented \$600M investment in long neglected local infrastructure, titled "Build Portland".
- Directed negotiations with Council offices on behalf of the Mayor to support a unanimous vote for approval of the mayoral priorities in the city's adoption of the over \$4.4B budget the fiscal year 2017-18
- Orchestrated a 2-year contract negotiation with AT&T on a Intelligent Communities/Smart Cities intelligent sensor project that will enhance Portland's ability to collect anonymized data from pedestrians, traffic, parking, air quality, and cycling that will enhance their Climate Action and Vision Zero efforts to improve safety on Portland's roadways

### ***Assistant Director, Portland Bureau of Transportation, (April 2015-Oct. 2016)***

- Provided leadership and direction for operations consistent with the mission of the Bureau and the vision of the Director. Managed a staff of ~800 FTE and over \$10B in assets between our road and sidewalk network, the Portland Streetcar, Aerial Tram and various equipment and land holdings with an annual operating budget of over \$450M
- Oversaw the Business Services, Development, Permitting, Transit, Asset Management and Maintenance and Operations groups which all reported to the Assistant Director (~500 FTE between the various groups)
- Actively collaborated on a citywide level on major IT implementation projects, IT governance, Active Shooter scenarios, incident command, homeless camp engagement/affordable housing strategy, labor relations and other key initiatives
- Led the team that was made up of government, private, academic and community partners to promote the City's Ubiquitous Mobility for Portland (UB Mobile PDX) platform as the most innovative concept for the USDOT's Smart Cities \$50M Challenge

### **DISTRICT of COLUMBIA GOVERNMENT (July 2007-April 2015)**

Served as a valuable operational resource for three consecutive mayoral administrations, providing key policy, operations, and political support to improved efficiencies at various levels of government.

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### ***Chief Administrative Officer, DC Office of the Chief Technology Officer, (June 2011-April 2015)***

- Acted as the primary advisor and internal operations manager for the Chief Technology Officer on the implementation of an over \$200M dollar annual technology budget and the management of over 500 employees. The agency supports critical functions for over 70 government agencies and roughly 33,000 employees
- Drove the rebaselining of key performance metrics to identify and implement internal operational efficiencies, improve employee engagement in outcomes and increase accountability
- Supervised internal operations for over 500 management support functions, including communications, performance management, facilities, fleet management, parking, records management, legislative and intergovernmental affairs

### ***Assistant Director for Performance Management & Transformation, DC Office of Contracting & Procurement, (Sept. 2010-June 2011)***

- Directed the development and implementation of performance metrics for the central District agency that purchases approximately \$1.2B in goods and services on behalf of more than 70 different District agencies and programs
- Managed a multi-disciplinary team that developed and implemented electronic processing of solicitations, receipt of vendor bids, and contracts repository
- Managed the business unit that provided functional support, customer care, and maintained the performance metrics for government procurement

### ***Green Jobs DC Coordinator, DC Office of the City Administrator (June 2010-Jan 2011)***

- Developed the strategy for providing in-field and on-the-job training for chronically unemployed and under-employed District residents on a project that supports the training, audits, materials, labor, administrative and other costs associated with the retrofitting/weatherizing of pre-qualified generally fixed and low income District homes

### ***DC Counts Campaign Director, DC Office of the City Administrator (Oct. 2009-June 2010)***

- Led the historically successful DC Counts outreach campaign by managing a limited budget of \$500K to leverage earned and paid media and directing the engagement of District Government agencies and community based organizations, on behalf of former Mayor Adrian M. Fenty, to educate, engage and mobilize District resident to participate in the 2010 Census process in partnership with the U.S. Census Bureau. This resulted in 72% Mail Participation
- Acted as the administration principal liaison to the U.S. Census Bureau
- Coordinated activities between federal, regional, District agencies and a myriad of national and community based organizations and created a separate working group of operatives from other cities, including Philadelphia and St. Louis

### ***Chief Operating Officer, DC Sports & Entertainment Commission (Sept. 2008-Oct. 2009)***

- Directed day-to-day operations, overseeing procurement, human resources, finance and communications in support of the stadium's operations and maintenance, business development, asset management, event coordination and activation
- Served as principal liaison to the 2009 Presidential Inaugural Committee partnering with various District agencies
- Managed the successful and seamless human capital and asset merger of the former Washington Convention Center Authority and DC Sports and Entertainment Commission, now the Washington Convention and Sports Authority known as Events DC

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· Directed procurement activities and facilitated various facets of the Commission's operation to support the creation and activation of the 2008 Eagle Bank Bowl, the first college football bowl game in the nation's capital, with annual financial impact estimates between \$5-8M in the first few years of the bowl game

### ***Chief of Staff, DC Office of the Chief Technology Officer (July 2007-Sept. 2008)***

· Acted as the key advisor to the Chief Technology Officer and primary implementer of key performance changes, including increasing transparency in procurement process and cutting lead time on hiring government employees

· Led the day-to-day operations that support the technology infrastructure for the District Government

· Managed annual budget, procurement strategy and process, business development, project management and coordinated with senior staff to manage daily operations

### **COMMONWEALTH OF VIRGINIA GOVERNMENT (March 2006-June 2007)**

Served as the Governor's principal traveling press operative and a strategic liaison between the executive office and the cabinet secretaries offices, as well as their sub-agencies.

### ***Deputy Press Secretary, Office of Virginia Governor Timothy M. Kaine (March 2006-June 2007)***

· One of two communications resources deployed from the Governor's executive staff in the immediate aftermath of the Virginia Tech tragedy to coordinate on the ground communications with national and international press, the White House, university and public safety public relations assets

· Acted as the primary communications liaison between the executive office and the committee responsible for execution of the 400<sup>th</sup> Anniversary of founding of Jamestown, VA and the visit of Queen Elizabeth II

### **LABOR MOVEMENT (Jan 2005-Feb 2006)**

Led the communications effort for the United Steelworkers International Associate Member Program to enhance the engagement strategy to better connect with workers not traditionally associated with labor movement following the 2004 election cycle. This strategy focused on targeting seven states, including Oregon and Washington, for grassroots organizing, coalition building, membership recruitment, and engagement event activities.

### ***National Communications Operative, United Steelworkers International (Jan. 2005-Feb. 2006)***

· Managed and developed the overall communications and marketing strategy with a goal to position the United Steelworkers International Associate Member Program as the preeminent advocacy membership organization

· Coordinated the collaborative efforts to development of the program's website, national direct mail strategy, print materials, opinion editorials, newsletters, and e-advocacy program – highlighted by the use of celebrity validators

· Provided strategic communications and political support for Labor's endorsement of Tim Kaine's gubernatorial bid

### **POLITICAL CAMPAIGN MANAGEMENT & COMMUNICATIONS (Jan. 2002-Nov. 2014)**

· *Campaign Manager/Communications Director*, Vote Yes on 90 Campaign, Portland, OR (June-Nov 2014)

· *Deputy Campaign Manager/Political Director*, For Maryland Jobs & Schools, Bowie, MD (Sept.-Nov. 2012)

· *Campaign Manager*, Russ Carnahan for U.S. Congress, St. Louis, MO (Mar.-Aug. 2012)

· *Labor Communications Liaison (United Steelworkers International)*, Tim Kaine for Governor, Richmond, VA (Sept.-Nov. 2005)

· *Gubernatorial Liaison (Gov. Tim Kaine)*, Jim Webb for U.S. Senate, Richmond, VA (Sept.-Dec. 2006)

· *NE Regional Communications Operative*, America Coming Together-Ohio, Cleveland, OH (Sept.-Nov. 2004)

· *Communications/Political Director*, Jamie Metzl for U.S. Congress, Kansas City, MO (Apr.-Aug. 2004)

· *Communications Operative*, Virginia Democratic House Caucus, Richmond, VA (Feb.-Apr. 2004)

· *Deputy Communications Director*, Clark for President, Richmond, VA (Jan.-Feb. 2004)

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· *State Legislative Strategist*, Delores Kelley for State Senate, Randallstown, MD (June.-Nov. 2002)

## **INTERNATIONAL & EDUCATIONAL EXPERIENCE**

- *Instructor*, Baltimore City and County Public Schools: Elementary and High School, Baltimore, MD (Sept. 2001-June 2003)
- *Corporate Trainer/Business Development/Protocol & Public Relations Operative*, Centre of Excellence for Applied Research and Training (CERT), Abu Dhabi, UAE (July 2000-Aug. 2001)
- *Member/Lobbyist*, American Business Council of Gulf Countries, United Arab Emirates (Nov. 2000-Aug. 2001)
- *Instructor/Business Development*, Hess Educational Organization and Universal Lang. Center, Jung Li, Taiwan, (Nov. 1999-May 2000)
- *Recruiter/Instructor*, Vasarheyli Pal Muszaki Szakkozepiskola and Szegedikis Istvan Reformmatus Gimnazium, Bekescsaba and Bekes, Hungary (Jan. 1997-June 1998)

## **EDUCATION**

- *Bloomberg Harvard City Leadership Initiative*, Ashe Center/Kennedy School of Government/Business School, Harvard University (July 2018)
- *Project Management Professional (PMP) Certification Training Course*, Virginia Polytechnic Institute and State University (Nov 2013)
- *MA Public Administration*, Sojourner-Douglass College, Baltimore, MD (June 2003)
- *Instructor/Business Development*, TEFL & TBE Certificates, Worldwide Teachers Development Institute, Boston, MA (May & July 1999)
- *BA Leadership Studies*, University of Richmond, Richmond VA, currently serves on the Alumni Association Board of Directors (Aug. 1997)

## **HONORS & VOLUNTEER WORK**

- Commissioner, Oregon Transportation Commission (Oct. 2020-Present)
- Board of Directors, Forth Mobility (May 2020-Present)
- Board of Directors, Greenroads Foundation (April 2020-Present)
- Board of Directors, North American Bikeshare Association (Oct. 2019-Oct. 2020)
- Local Host Committee Member, EVS33 Global Conference, Portland, OR (Nov. 2019-April 2020)
- Executive Board of Advisors, Jepson School of Leadership Studies, University of Richmond (Jan. 2018-Present)
- Alumni Award, Jepson School of Leadership Studies, University of Richmond (June 2018)
- Board of Directors, Alumni Association, University of Richmond (2009-2017)
- Finalist, Cafritz Awards, District of Columbia Government (May 2014)
- 10-Year Reunion Recognition Award, Jepson School of Leadership Studies, University of Richmond (April 2007)