



## Hoboken Business Alliance, Inc.

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### MEDIA RELEASE

#### **HOBOKEN BUSINESS ALLIANCE APPOINTS EXECUTIVE DIRECTOR**

*Roxanne Earley Previously Served as Director of the New York City Department of Small Business Services' Business Improvement District Program*

HOBOKEN, NJ — The Hoboken Business Alliance (HBA) has named Roxanne Earley as its new Executive Director.



An award-winning and internationally recognized leader in place-based economic development and an expert in strong public-private partnerships, Earley has designed and executed multi-stakeholder initiatives that bring dynamic change and inclusive outcomes to improving programs and services. Her work has included a range of industries including education, non-profit management, local government, urban planning and policy, advocacy and community activism, environmental justice, sustainability, placemaking, and economic development.

“As we searched far and wide for the right candidate to fill this role Roxanne emerged as a confident leader with not just the know-how and experience to lead the HBA into a new phase of service for our business community, but also the vision,” James Runkle, president of the HBA said. “We are lucky to bring Roxanne to Hoboken and are confident that her impact is going to be felt across our city.”

As Executive Director, Earley will lead the Hoboken Business Alliance in its mission to bolster Hoboken's business environment through collaborative and creative partnerships with businesses, government, and community.

"The Hoboken Business Alliance is in excellent hands under the leadership of Roxanne Earley," said Mayor Ravi S. Bhalla. "Her fresh perspective and wealth of experience will lead the Hoboken Business Alliance forward to ensure the business community continues to thrive. I look forward to working with her and the HBA Board of Trustees on new initiatives and partnerships in the months ahead."

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Before joining the Hoboken Business Alliance, Earley served as Director of the New York City Department of Small Business Services' Business Improvement District Program. There she grew and supported New York City's network of 76 BIDs in delivering on their missions of commercial revitalization while ensuring a strong and vibrant partnership between business and government.



“I am grateful for this opportunity to lead the Hoboken Business Alliance into its next phase as we design and deliver world class services to energize and enhance the Hoboken business landscape,” Earley said. “Businesses are the backbones of our community- and strong businesses are critical partners for thriving neighborhoods where residents and visitors alike can shop, play, and stay.”

Earley also served as Director of Land Use & Planning for the Office of New York City Councilwoman Margaret Chin, where she managed land use policy and community engagement in Lower Manhattan, Chinatown, and the Lower East Side.

An award-winning speaker, author, and facilitator, Roxanne has been featured by the International Downtown Association, the American Planning Association, and across digital and print media. Roxanne has taught at the New York Institute of Technology school of Architecture and Design, the CUNY Charles & Stella Guttman Community College of Urban Studies, and Saint John's University. Roxanne is an alumna of Saint John's University, The Coaching Fellowship, and the Pratt Graduate Center for Planning and the Environment, where she received her master's degree in city and regional planning

A resident of Astoria, Queens, Earley enjoys spending time making pottery. She is also a founding member of the Queens Collaborative, which designs and delivers membership services for a collective of 80+ Queens-based creative businesses.

## **ABOUT HOBOKEN BUSINESS ALLIANCE**

The Hoboken Business Alliance (HBA), a Special Improvement District created by the Office of the Mayor and City Council, is committed to supporting the local Hoboken community. The HBA was formed to improve the district's area and stimulate business in Hoboken. The HBA is here to ensure a safe, accessible, and prosperous business district that attracts residents and visitors to shop, eat, play, and stay in Hoboken. Visit [www.hobokenbusinessalliance.com](http://www.hobokenbusinessalliance.com) for more information.

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