

WILLIE JOE LIGHTFOOT

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EXECUTIVE LEADER | INNOVATOR: DRIVING TRANSFORMATIVE CHANGE THROUGH ROBUST PROGRAMMATIC INITIATIVES

PROFESSIONAL OBJECTIVE AND SUMMARY

Opportunity that leverages an outstanding record of innovation, teambuilding, and the marshaling of government, foundation, and private sector resources for economic and civic revitalization. A dynamic communicator, collaborative political leader, entrepreneur, and civil servant, particularly effective at aligning diverse stakeholders towards common goals and working with senior leadership teams across multiple platforms to deliver organizational objectives. Offer vast experience in capital project development, job creation and training programs for minority populations, and the design and implementation of new programs and initiatives to empower future generations for success. Collaterally qualified by rigorous academic, military, and public service credentials. A reputation defined by consummate professionalism, leadership, and results.

Core Competencies:

- Economic Development Incubation
- Job Creation/Training and Development
- Cultural Diversity/Inclusion Initiatives
- Consensus Building/Team Building
- Government & Business Planning
- Staff Supervision & Development
- Strategic/Tactical Planning
- Leadership Development
- Policy & Program Analysis

EXPERIENCE

MONROE COUNTY LEGISLATURE, Rochester, NY

2006 – 2015

Assistant Minority Leader of Democratic Caucus [January 2012 – 2015]

Monroe County Legislator / 27th District [2006 – 2015]

Comprehensive responsibility for representing the interests of the 27th legislative district, which comprises 25,000 residents of the historic 19th Ward neighborhood, the Greater Rochester International Airport, and Genesee Valley Park. Building upon a lifetime of public service and business development, have developed collaborations with local, state, federal, and community leaders in launching new programs that significantly improve the quality of life for citizens of the 27th Legislative District, the City of Rochester, and Monroe County. Oversee and approve a \$1B budget. Serve as the Ranking Democrat, Public Safety Committee and Member of the Human Services Committee.

Selected Highlights:

- spearheaded the \$3.4M Jefferson Avenue Revitalization Project, a full collaborative eight-year undertaking
- Introduced and passed County Law to reduce Farmer Market Fees for Monroe County farmer markets
- Provided the leadership to secure the \$101M Costco and City Gate projects for the City of Rochester
- Launched the *Cut the Violence* program to address the systemic issues engulfing an historically distressed area
- Co-Founded with Mayor Warren, *Operation Transformation*, an adult *GED to Employment* tutoring program
- Conceived and led the Jefferson Avenue Revitalization Plan – A Bridge Between Hope and Action
- Worked in close connection with The Brookings Institution to help eradicate concentrated poverty nationwide
- Provided the leadership to relocate MCC's primary satellite location to the Kodak Business Center

OHAD LLC, Rochester, NY

2001 – Present

Real Estate Developer / Principal / Community Leader

In fulfilling the dream of my late father, Monroe County Legislator and neighborhood activist, Willie W. Lightfoot, Sr., developed Lightfoot Square, a 4,200 square foot mixed-use building that houses three commercial tenants, two one-bedroom apartments, and serves as a catalyst for economic development for residents of the Jefferson Avenue section of the City of Rochester. Officiating at its 2003 Grand Opening was Former Mayor, William A. Johnson, Jr.

Selected Highlights:

- Revitalized a previously run-down area that now serves as a beacon for business development & community pride
- Signed commercial tenants, New Creations Unisex Shop, Embrace Recovery Center, Jimmy's Take Out
- Featured subject of interview in *About...Time Magazine, Inc.'s "Barber's Chair Offers a Seat of Wisdom,"* 2007
- Authored "Back Down Memory Lane, Jefferson Avenue As I Remember It," Our Voice The Magazine, 2013
- Organized the gospel-style Tent Revival, now entering its 16th year, to celebrate worship as a community
- Awarded the City of Rochester *Economic Development Project Award* for Completion of Lightfoot Square, 2003

EXPERIENCE (Continued)

NEW CREATIONS UNISEX SHOP, Rochester, NY 2001 – Present

Owner/Operator

Manage 5 NYS licensed professional barbers providing hair care services for the County of Monroe and City of Rochester, NY.

- Service regular clientele as well as provide hair care services for 300 patients of the Rochester Psychiatric Center
- Leveraged professional barber background to create a program that incents local youth to achieve their dreams
- Location is one of five NYS Barber practical exam sites. 2004 – Present

CITY OF ROCHESTER FIRE DEPARTMENT, Rochester, NY 1992 – 1994 / 1997 – Present

Fire Fighter / Truck 4 [1997 – Present]

Fire Fighter / Greater Rochester International Airport [1992 – 1994]

In addition to fulfilling responsibilities as a Fire Fighter, continually strive to provide leadership to the Department, including service as a Diversity Facilitator for the Monroe Community College Fire Safety Training Center and as Acting Lieutenant and “Senior Man of the Company” during a prolonged period of the Lieutenant’s absence, 2012.

Additional Experience:

- U.S. Dept. of Education (OSDFS) Peer Reviewer: Review grants submitted by cities nationally, 2003 – Present
- Founder, *Cut The Violence Initiative* to curb violence in the Rochester area, 2006 – Present
- NYS Certified Testing Center, January 2004 – Present
- NYS Emergency Medical Technician, Present
- NYS Barber Licenses Examiner/Supervisor, Present

SELECTED ACHIEVEMENTS / AWARDS

- Rochester Fire Department *Volunteer of the Year* Award, 2011
- James M. McCuller Award for Excellence, 2010
- Inductee, *Monroe Community College Hall of Fame*, 2007
- Inductee, *Edison Technical Institute Hall of Fame*, 2001
- *Willie W. Lightfoot Youth Advocate of the Year Award* / Awarded by Monroe County Legislature, 2003
- Veteran, United States Air Force [1990 – 1992] / Airmen / Honorable Discharge, 1992
- Veteran, United States Air National Guard [1992 – 2002] / Technical Specialist / Honorable Discharge, 2002
- United States Air Force Long and Faithful Service Award (Five Years or More), 1997
- Served in Operation Desert Storm (Oman, Iraq, and Saudi Arabia) & Operation Enduring Freedom (Afghanistan)

EDUCATIONAL BACKGROUND

SUNY EMPIRE STATE COLLEGE, Saratoga Springs, NY

Bachelor of Professional Studies, 2006 Major: Fire Service Administration / Minor: Business Management

MONROE COMMUNITY COLLEGE, **Associate of Science in Business Administration**, 1997, Rochester, NY

COMMUNITY COLLEGE OF THE AIR FORCE, **Associate of Applied Science in Fire Science**, 1999

EDISON TECHNICAL INSTITUTE, **High School Diploma**, 1990, Rochester, NY

Collegiate Honors and Leadership Achievement:

Graduate of Dr. Carl Holmes Executive Institute, which prepares Fire Fighters to become Fire Chiefs, 2010

Graduate of Dennis A. Pelletier County Government Institute, NYS Association of County Leaders, 2008

Leadership Rochester Graduate, University of Rochester, 2006

African American Leadership Development Program (AALDP) Graduate, awarded by United Way, 2005

Rochester Colleges Outstanding Adult Student Award Recipient, 2006

President of Black Students Association and Speaker of the Student Senate, 1997

Mosaic partnership peer leader under Mayor Johnson Administration

COMMUNITY AFFILIATIONS

Current President and Founder of UPBCA, United Professional Barbers & Cosmetologist Association

Past Appointed Board Member, Vietnam Veterans Memorial Board

Past Appointed Board Monroe County Veterans Advisory Board

Past Appointed Board Member, NYS Fire Prevention and Building Codes

Past Member, Jefferson Avenue Business Association

Past Appointed Board Member, Airport Authority / Greater Rochester International Airport

Past Appointed Board Member, Monroe County Fire Advisory Board

Past Board Member, Center for Dispute Settlement

Past Board Member, His Branches Board

Past Board Member, Jefferson Avenue Child Development Center

Past President of Genesis, International Association of Black Professional Fire Fighters