



Mayor of Providence

Brett P. Smiley

June 30, 2023

Honorable Members
Providence City Council
City Hall

Dear Honorable Members:

Pursuant to Section 302(b) of the Providence Home Rule Charter of 1980, as amended, and Public Law, Chapter 45-50, Sections 1 through 31 passed in 1987, and Providence Code of Ordinances, Chapter 2021-17, Ordinance No. 238, I am this day appointing Priscilla De La Cruz, of 388 Jastram Street, Providence, RI 02908 as the Director of Sustainability, and respectfully submit the same for your approval.

Sincerely,

A handwritten signature in blue ink that reads "Brett P. Smiley".

Brett P. Smiley
Mayor

IN CITY COUNCIL
JUL 20 2023

READ

WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED AND APPROVED

A handwritten signature in blue ink that reads "Tina L. Mastigiani".
CLERK

Priscilla De La Cruz

388 Jastram Street · Providence, RI 02908 · 401-868-5993 · pdelacruz1207@gmail.com

EDUCATION

Harvard University Extension School

Master of Liberal Arts (ALM), Concentration: Management
Corporate Sustainability and Innovation Certificate

Cambridge, MA
May 2019

Rhode Island College

Bachelor of Science, Concentration: Business Marketing
Minor in Communications

Providence, RI
May 2009

PROFESSIONAL EXPERIENCE

Audubon Society of Rhode Island

Senior Director of Government Affairs

Providence, RI
July 2021 - Present

- Serve as the primary liaison between the organization and policymakers
- Direct federal and state legislative priorities
- Design and implement advocacy campaigns
- Lead coalitions such as the Environment Council of Rhode Island (ECRI) and Climate Jobs Rhode Island, providing organizational support
- Collaborate with other nonprofit environmental organizations for project planning and implementation, advocacy before regulators, administrative bodies, and legislators
- Work with the Executive Director and the Sr. Director of Finance & Administration to develop financial plans for the Department to align funding to priorities
- Oversee Audubon's leadership of the Stormwater Innovation Center and Green Infrastructure Coalition
- Communicate organizational position statements to membership, public, and media

Green Energy Consumers Alliance

Rhode Island Director

Marketing and Membership Director

Marketing and Membership Manager

Energy Program Associate

Providence, RI
Aug 2019 - July 2021
June 2013 - July 2019
Aug 2010 - June 2013
Aug 2009 - Aug 2010

- Organizational planning for diversity, equity, inclusion, and justice (DEI) initiatives
- Work with municipalities looking to pursue and implement community choice electricity aggregation
- Develop strategic partnerships and nurture key stakeholder relationships
- Develop and implement advocacy and development strategies
- Develop and implement marketing strategies for energy programs
- Develop marketing content and maintain membership communication strategies
- Develop marketing partnerships and oversee digital marketing strategies
- Assist board and executive director with strategic planning, board meeting facilitation, and recruitment
- Implement organizational rebranding
- Maintain marketing budget, analyze membership data, and results of marketing efforts
- Plan annual events and seasonal tours for existing and prospective members
- Manage the Rhode Island office and oversee the local staff team
- Manage information technology consultants and office management vendors
- Direct operations of existing programs and develop new program operations
- Direct customer service and marketing staff and support their professional development

WKKB Latina 100.3 FM*Account Executive*Providence, RI
June 2009 - Aug 2009

- Cold called potential clients to offer advertising services
- Developed radio advertising strategy for clients
- Obtained and analyzed information about clients' needs, advertising histories, and business practices to offer effective sales presentations

Bank of America*Bilingual Customer Service Representative*East Providence, RI
Jan 2006 - June 2009

- Provided team coaching on best customer service practices
- Served as the primary point of contact for English and Spanish speaking customers by telephone and email
- Delivered a high level of customer service and deepened customer relationships by proposing suitable products and services

Citizens Bank*Customer Service Surveyor*Cranston, RI
June 2000 - Dec 2005

- Facilitated customers to complete a satisfaction survey on products and services

AFFILIATIONSRhode Island EC4 Advisory Board, *Member*Forest Conservation Commission, *Member*Environment Council of Rhode Island, *President*Climate Jobs Rhode Island, *Co-chair*RI Equity Foundations Environmental Cohort, *Co-Organizer*Conservation Law Foundation, *RI Advisory Board Member*Providence Sustainability Commission, *Member*Roger Williams Park Conservancy, *Programs Committee Member*Providence's Racial and Environmental Justice Committee, *Community Leaders Program, Past Participant*Energize Rhode Island Coalition, *Former Chair*Rhode Island Interfaith Power & Light, *Former Advisory Board Member*ecoRI news Podcast Pilot, *Former Advisory Group Member***COMMUNITY & VOLUNTEER WORK**Annual Runway for a Cure Fundraiser for the Lupus Foundation, Providence RI, *Co-Producer*Rhode Island Latina Leadership Institute, Providence RI, *Alumna*