

Holly Childs, MS, CEcD, Executive Director



Holly Childs became executive director of the Green Building Alliance (GBA) in May, 2009. She is committed to leading the organization's talented and dynamic staff to create new opportunities and drive market demand for the integration of green building products and processes throughout Western Pennsylvania's built environment.

Just prior to coming to GBA, Ms. Childs served as the economic development director for the City of Cincinnati, Ohio, where she successfully implemented a groundbreaking LEED Community Reinvestment Area (LEED-CRA) property tax abatement incentive program. It resulted in new investments by developers in LEED-certified office and mixed-use projects throughout some of the city's most economically disadvantaged neighborhoods. Also under her leadership, and despite recessionary economic conditions, major development projects resulted in more than 2,500 new jobs being announced between October 2008 and May 2009 – the largest job and investment growth the city had seen in more than 20

years.

She has thirteen years of progressively responsible experience in overall economic development organization management and has held several related positions throughout the country. Her background includes strategic (long-term) and work (annual) planning; program and funds development; budget/financial management; personnel; branding and marketing; communications and public relations; government/university economic development partnerships; fundraising and community events; and public meetings, outreach and education.

Ms. Childs received a B.A. in Economics with Honors from Wake Forest University; an M.S. in Environmental Economics from her home-state West Virginia University; and has completed substantial coursework toward her Ph.D. in Natural Resource Economics, both at Oregon State University and West Virginia University. She is a graduate of the University of Oklahoma's Economic Development Institute, and, in 1999, became one of the country's youngest professionally Certified Economic Developers. She is personally committed to sustainability and championing projects that create environmental, economic and social benefits for both companies and communities.