

NEWS



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Mayor Appoints Stephanie Naidoff as Commerce Director

PHILADELPHIA —Today, Mayor John F. Street announced the appointment of Stephanie W. Naidoff as the city's new Commerce Director. Naidoff was a corporate lawyer in Philadelphia for over 30 years and the former President and Chief Executive Officer for the Kimmel Center for the Performing Arts. She will replace Jim Cuorato, Mayor Street's first Commerce Director.

Mayor John F. Street said, "Stephanie Naidoff has the experience, background and established corporate relationships in the Philadelphia region to lead the city's economic development efforts and create jobs and opportunity, which will be a priority for this administration in my second term. She is a proven leader who will spearhead our efforts to focus on strategic economic growth, and position us to add people and jobs as we enhance our economic vitality. In addition, her understanding of how government works, her years of experience with foundations and financial institutions, and her cultural expertise will enhance the Commerce Department's ability to operate as an important economic engine for the future of our city."

Naidoff was the founding President of the Kimmel Center, Inc. where she led the successful campaign to establish a regional performing arts center in Philadelphia. With a budget of \$265 million, it was the largest capital fundraising campaign in the history of Philadelphia. The Kimmel Center is now home to eight prestigious local performing organizations. Naidoff got the 20-year dream off the ground, created its governance structure and led the center's strategic planning, staffing and initial programming.

Stephanie Naidoff said, "This is the start of the latest chapter in my lifelong love affair with this city. To be asked to serve as Commerce Director for Mayor Street, who has committed to making economic development the cornerstone of his second term, is an immense honor. This is an extraordinary city at the heart of an extraordinary region. I can't imagine anything better than this opportunity for public service and a chance to help people think differently about our city, our region and our future."

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As Commerce Director, Naidoff will supervise a staff of 70 and direct the efforts of the Commerce Division, the Mayor's Business Action Team, the Aviation Division, the Office of the City Representative and the Office of Arts and Culture. She will work closely with the Philadelphia Industrial Development Corporation and Innovation Philadelphia to continue our efforts to bring knowledge-based and new economy businesses to Philadelphia and she will expand our partnerships with the Greater Philadelphia Chamber of Commerce, the African American Chamber of Commerce, the Hispanic Chamber of Commerce as well as other chambers and trade organizations.

"Stephanie Naidoff is well known and highly respected in the Greater Philadelphia business community for her abilities to attract resources and to get things done, as evidenced by her extraordinary accomplishments as President of the Kimmel Center for the Performing Arts. The Greater Philadelphia Chamber of Commerce and our affiliate, Select Greater Philadelphia, are looking forward to working with Stephanie on dynamic economic development strategies to tell a new success story in which Philadelphia experiences significant growth, businesses thrive, and new companies find incredible opportunity in our region," said Mark S. Schweiker, President & CEO, Greater Philadelphia Chamber of Commerce.

Naidoff's priorities include:

- Positioning Philadelphia at the forefront of waterfront development by securing new investment for a proposed mixed-use community along the North Delaware River, diverse developments at the Philadelphia Navy Base and other projects along the Schuylkill River.
- Improving the city's business climate with special attention to our ability to keep existing businesses and attract new ones.
- Fostering new cross-county partnerships to strengthen the entire region and keep local communities from being leveraged against each other.
- Working with PIDC and Innovation Philadelphia, as well as the Knowledge Industry Partnership, to advance an innovation economy that helps retain more of our college students and attracts knowledge industry workers.
- Fostering small and minority business growth throughout Philadelphia's neighborhoods.
- Growing our hospitality community by supporting the expansion of the Pennsylvania Convention Center and working with tourism organizations to make Philadelphia a premier destination.
- Fostering development of the city's arts and cultural community.

"Two words describe Stephanie Naidoff –professional and involved," said Nicholas DiBenedictus who chairs the 21st Century Review Forum's committee on regionalism. "She's been able to mix business and civic involvement very well which will bode well for her as commerce director. She's one of the key members of our task force because of her experience and involvement in regional issues. She will bring this extensive knowledge to the mayor's office."

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Before serving at the Kimmel Center, Naidoff had a successful career as an attorney that started in public service. She served in the U.S. Department of Health and Human Services becoming Chief Counsel for the Mid-Atlantic States. From HHS, she became Vice President and the first General Counsel for Thomas Jefferson University where she also handled the University's insurance program, government affairs and community relations.

Following Jefferson, Naidoff joined the law firm of Morgan, Lewis and Bockius, LLP where her practice focused on the restructuring of health care organizations including mergers and acquisitions of insurers, hospitals and physician groups.

“During our search process, it became increasingly clear that Stephanie Naidoff was the best and only choice to fill Jim Cuorato's ample shoes,” said Chris Booth, chair of the 21st Century Review Forum's committee on appointments. “Her relationships with and knowledge of the business community in Philadelphia will serve her very well as the new Commerce Director. She is incredibly well-equipped to build on the successes of Mayor Street's first term.”

Naidoff has a stellar record of involvement in a broad range of civic activities. She is currently Chair of the Wachovia Regional Foundation, a \$100 million community charitable fund and on the Board of the Free Library of Philadelphia. She served on the boards of CoreStates Bank and the William Penn Foundation. She was the founding President of the Pennsylvania Women's Forum and served on numerous other boards including the University of Pennsylvania Law School, the Philadelphia Award, the Committee of Seventy, Women's Way, the Philadelphia Parking Authority, the Chamber of Commerce, the African American Museum, and the American Jewish Committee.

“Stephanie will bring incredible energy, enthusiasm and talent to City Hall, and she has great potential to advance not only our city's economic competitiveness, but also the competitiveness of our region,” said Kathryn Engbretson, President, The William Penn Foundation.

Naidoff received her law degree from the University of Pennsylvania and received her Bachelor of Arts from Goucher College in Baltimore, MD. Naidoff is married to Dr. Michael A. Naidoff and has one son, Dan. She lives in Center City, Philadelphia.

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