



[Home](#) > [About GSA](#) > [Organization](#) > [Leadership Directory](#) >

Denise Turner Roth - Deputy Administrator

Denise Turner Roth was named deputy administrator for the U.S. General Services Administration on March 2014.

As Deputy Administrator of GSA, Denise Turner Roth provides overall organization management to improve agency performance. She is working to support the mission and goals of the agency through the use of strategic and performance planning, measurement, analysis, regular assessment of progress, and the use of performance information to improve GSA's results.

Before joining GSA, her career in public service spanned 18 years. She most recently served as the City Manager for the City of Greensboro, NC, where her leadership has helped pave the way for several new and creative management changes in Greensboro, including the restructuring and reorganizing of departments and divisions to promote efficiency and improve service delivery. During her tenure she was responsible for overseeing changes and improvements to the information technology department. She implemented a strategic planning process that combined the enterprise solutions and information technology functions to better streamline internal services and application development. Before joining the City of Greensboro, she served as vice president for governmental affairs at the Greensboro Partnership. At the Partnership, she played an integral role in the city's economic and legislative agenda and successfully advocated for \$60 million in state funds to establish the North Carolina A&T State and UNC Greensboro Joint School of Nanoscience and Nanoengineering.



Prior to leaving for Greensboro, Roth's career in public service began in Washington, DC. She started her career on Capitol Hill in the office of Congressman Jim Moran and then went on to serve as a special assistant for legislative affairs in the office of Mayor Anthony Williams. She then transitioned to the role of public space manager for the District of Columbia Department of Transportation, where she implemented and oversaw a \$36 million revenue stream and managed public space access for major utility and telecommunication companies. She has also helped to establish the district office for North Carolina Congressman Brad Miller and served as district liaison.

Roth received her Bachelor's Degree in Government and Politics at George Mason University, and continued her education at the University of North Carolina, School of Government.

[Back to Leadership Directory](#)

Last Reviewed 2015-01-15

- Print
- Email
- Favorites
- Twitter
- Facebook
- Share

[Help](#) | [Sitemap](#) | [Accessibility Aids](#) | [Linking](#) | [Privacy and Security](#) | [Contact Us](#)

Also of Interest: [Whitehouse.gov](#) [Recovery.gov](#) [Data.gov](#) [USA.gov](#) [BusinessUSA.gov](#)