

Michael Hecht

HIGHLIGHTS

- Success in the non-profit, government, corporate, events and entrepreneurial sectors
- Nationally recognized and awarded economic development leader
- Regular speaker to Congress and White House on public policy
- Specialist in issues of race, class, and economic mobility
- Extensive background with coalition development and management
- Lived experience in disaster prevention, management, and rebuilding
- Particular skill at strategy and communications
- Proven leader of change



EDUCATION

STANFORD UNIVERSITY GRADUATE SCHOOL OF BUSINESS **MBA**

Stanford, CA 1996 - 1998

Focus on entrepreneurship and public management

YALE UNIVERSITY

New Haven, CT 1988 - 1992

BA, magna cum laude and with honors

Self-designed major in Race Relations (Sociology, Economics and African American Studies)

WORK EXPERIENCE

SUPER BOWL LIX

New Orleans, LA 2024 - Present

To be held in New Orleans on February 9, 2025; largest-audience event in America

State Coordinator

- Selected by Governor Jeff Landry to coordinate execution of the Super Bowl LIX
- Tasked with coordinating stakeholders and ensuring success in fundraising, infrastructure redevelopment, beautification, and promotion for one of the most-watched events in the world (~200M pp)
- In charge of over 30 city, regional, and state stakeholders, 500 projects, and up to \$60M of investment

GREATER NEW ORLEANS, INC.

New Orleans, LA 2008 - Present

Lead economic development agency for the New Orleans region {www.gnoinc.org}

President & CEO

- Charged with rebuilding post-Katrina economy of Greater New Orleans and ensuring economic opportunity for all residents
- Took Greater New Orleans, Inc. (GNO, Inc.) from insolvency to being ranked as #1 economic development organization in the USA (2022 International Economic Development Council)
- Recognition for Michael includes:
 - 2020 "Distinguished Citizen of the Year" – Boy Scouts of America, Southeast Louisiana Council
 - New Orleans "CEO of the Year" 2018 – *Biz New Orleans*
 - 1 of 10 People Who Made a Difference in the South – *Southern Business & Development*
 - 1 of 20 "Economic Icons" of the New Orleans Tricentennial – *City Business*
- Recognition for GNO, Inc. includes:
 - #1 Economic Development Organization in the USA – *IEDC*
 - Top Ten Economic Development Organization in America – *Site Selection*
 - \$50M Build Back Better Regional Challenge Winner – *U.S. Dept. of Commerce*
 - "#1 Most Improved Metro in the USA," *Wall Street Journal*

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- Organizational Profile:
 - Mission is “To create a thriving economy, and an excellent quality of life, for everyone”
 - 501 (c)(3) and (c)(6) with 30 employees, 90 board members, 230 investors, 5,000+ stakeholders, 50,000+ followers
 - Programmatic areas: Business Development, Public Policy, Workforce Development, Economic Mobility, Catalytic Physical Assets, Branding & Marketing
 - Geography: Based in New Orleans metro, with projects through state, and some to USA/global
- Work includes:
 - Business Development: Over 15 years, created 22,000+ new jobs and \$40B+ in investment
 - Economic Transformation: Leading clean energy transition strategy for GNO & Louisiana
 - Economic Mobility: Lead multiple programs with regional HBCUs in high-value careers
 - Public Policy: Manage efforts to drive federal and state legislation (e.g., flood insurance)
 - Workforce Development: Created GNOu, national award-winning workforce training program
 - Asset Development: Collaborate to build large assets, including airport, port, and new Bio-district
 - Communications: Featured in WSJ, NYTimes, WaPo, Economist, CNN, etc.- 6,000+ total
 - Coalition Management: Built national coalitions for flood, wind energy, crime, et al.
 - Testified and publicly spoken multiple times to Congress and White House on national issues

LOUISIANA ECONOMIC DEVELOPMENT

Baton Rouge / New Orleans, LA 2006 - 2008

State agency responsible for economic development for Louisiana {www.opportunitylouisiana.com}

Director, Business Recovery Services (Hurricane Katrina)

- Developed and managed \$220,000,000 Louisiana Business Recovery Grant and Loan Program
- Developed and managed \$9,500,000 Technical Assistance to Small Firms Program
- Leveraged above programs to establish unprecedented \$90,000,000 Louisiana Revolving Capital Fund
- Managed outreach and constituent services across 20 parishes in Louisiana, via 23 intermediaries

MAYOR MIKE BLOOMBERG, NEW YORK CITY

New York City, NY 2004 - 2006

Department of Small Business Services {www.nyc.gov/smallbiz, nyc.gov/sbs}

Deputy Commissioner

- Developed and managed “NYC Business Solutions,” the business assistance arm of NYC government. In first two years served over 25,000 small businesses. Awarded Best Marketing Campaign 2006 by IEDC
- Pioneered initiative of Mayor Bloomberg to develop “Business Express,” to be country’s most advanced one-stop website for businesses to interact with government {www.nyc.gov/BusinessExpress}

FOOD BANK FOR NEW YORK CITY

New York, NY 2002 - 2004

Largest nonprofit food bank in the United States {www.foodbanknyc.org}

Director of Business Development

- Increased corporate funding by 318% and food donations by 43%
- Created “NYC Bank-to-Bank Partnership,” awarded “Best Corporate Partnership Program in America”

VARIETY LIGHTS DEVELOPMENT

San Francisco, CA 1997 - 2002

Start-up restaurant development company {www.foreigncinema.com, www.laszlobar.com, www.brunosf.com}

Co-Founder, Chief Operating Officer

Foreign Cinema - \$12M restaurant and outdoor movie theater (est. 08/99, still open)

Bruno's - \$2M supper and jazz club (est. 05/00 - sold 05/05)

Laszlo - \$1M lounge (est. 10/00, still open)

- Built and grew start-up to three businesses with over 125 employees and nearly \$7M in revenue
- Multiple awards included: Foreign Cinema, “Restaurant of the Year 2000” - *San Francisco Weekly*

MARAKON ASSOCIATES

Stamford, CT / Melbourne, Australia 1992 - 1996

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Strategic and financial management consulting firm to Fortune 100 multinationals {www.marakon.com}

Associate

- Manufacturing and distribution optimization for Kellogg's *Toronto, Canada* 1995 – 1996
- Brand strategy evaluation for Coca-Cola *Milan, Italy* 1994 – 1995
- Profitability analysis for IBM *Sydney, Australia* 1993 – 1994

AWARDS AND RECOGNITION

- Economic Development Organization of the Year 2022 – *International Economic Development Council*
- Honorary Doctorate, The University of Holy Cross
- 2020 Cox Charities Equity & Social Justice Award
- 2020 Distinguished Citizen Award – *Boy Scouts of Louisiana*
- “CEO of the Year” 2018 – *Biz New Orleans*
- 1 of 20 “Economic Icons” of the Tricentennial – *City Business*
- “1 of 10 People Who Made a Difference” in the South – *Southern Business & Development*
- “1 of the 25 Most Powerful People” in the 10/12 Corridor – *10/12 Corridor Magazine*
- Business Leader of the Year 2017 – *Support Services Alliance*
- Norman C. Francis Leadership Institute – 2016/17
- Junior Achievement Business Hall of Fame – 2016
- One of Family Services “Ten Outstanding Persons” – 2016
- Top 50 Economic Developer in N. America” 2015, 2014 – *Consultant Connect*
- 2012 - 2022 – Silicon Bayou 100
- 2013 National Insurance Association – “Hot 100”
- 2010 Role Model – *Young Leadership Council*
- 2009 Rising Star – *Junior Achievement of New Orleans*
- People to Watch 2009 – *New Orleans magazine*
- 2009 Chairman’s Award – *New Orleans Chamber of Commerce*

BOARDS AND COMMISSIONS

- Forward Party – National Board Member
- Co-Chair – Super Bowl LIX Economic Development Committee
- Representative – Governor Jeff Landry New Orleans Council
- Representative – Governor Jeff Landry Sewerage and Water Board Task Force
- Member – Louisiana Port Association
- Co-Chair – Governor John Bel Edwards Resilient Louisiana Commission – Ec. Dev.
- Co-Chair – Governor John Bel Edwards Economic Development Task Force
- Co-Chair – New Orleans 2018 Tricentennial Media & Branding Committee
- Governor John Bel Edwards Coastal Restoration and Financing Corporation
- Louisiana Children’s Museum
- Tulane School of Professional Advancement
- University of New Orleans Research & Technology Foundation
- Delgado Community College Foundation
- UNCF
- New Orleans Creative Arts Center
- New Orleans BioDistrict
- Tulane Hillel
- Founder / Monarch 2021– Krewe de Nieux
- Young Presidents Organization – Louisiana

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ADDITIONAL INFORMATION

Honorary Consul of the Republic of Finland

Publications

- "The Nutria that Roared: How Building Coalitions Can Empower the Small to Drive Great Change," *New England Journal of Public Policy*: Vol. 32 : Iss. 1 , Article 20
- "Transformative Economic Development," *under development, first five chapters available on gnoinc.org*
- "How to Build a Strong Local Economy" – podcast with Andrew Yang - <https://tinyurl.com/yjcskxz6>

Languages (conversant): Danish, French, Spanish

Personal

- Married with two children (college sophomore and first-year IB [Denmark])
- Wife is pursuing Ph.D. in Aging Studies at Tulane University
- Enjoy music and classic cars