


George Latimer
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Emergency Medical Services Advisory Board:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Steven Greenfeld, 30 Old Mill Lane, Ardsley, New York as a member of the Westchester County Emergency Medical Services Advisory Board, for the term May 5, 2023 to December 31, 2024.

Given under my hand
and seal this 5th day
of May, 2023.


George Latimer
County Executive

Office of the County Executive

Michaelian Office Building
148 Martine Avenue
White Plains, New York 10601

Email: CE@westchestergov.com
Telephone: (914)995-2900

westchestergov.com



George Latimer
County Executive

May 5, 2023

Mr. Steven Greenfield
30 Old Mill Lane
Ardsley, NY 10502

Dear Mr. Greenfield,

It is my pleasure to appoint you to serve as a member of the Westchester County Emergency Medical Services Board effective today, Friday, May 5, 2023. This appointment is for a term to expire on December 31, 2024.

Your appointment is subject to confirmation by the Westchester County Board of Legislators, but your service begins immediately. You must complete the attached Oath of Office within 30 days, either by appearing at the County Clerk's office or mailing the signed and notarized form to our office.

When you have filed your Oath of Office, a Resolution to confirm your appointment will be submitted to the County Board of Legislators. As part of the confirmation process, you may be called before the Board to be interviewed. Please contact Joyce Cole of the Department of Emergency Services at (914) 231-1927 for the date, place, and time of the board's upcoming meeting for your participation.

Pursuant to Local Law, as a member of a Westchester County Board and/or Commission, you are responsible for adhering to the requirements of our Code of Ethics.

Warmest wishes for a successful tenure.

Very Truly Yours,

George Latimer
Westchester County Executive

GL/ts

cc: Honorable Board of Legislators
Richard Wishnie, Commissioner, Emergency Services
Joan McDonald, Director of Operations

Office of the County Executive

Michaelian Office Building
148 Martine Avenue
White Plains, New York 10601

Email: cc@westchestergov.com
Telephone: (914)995-2900

westchestergov.com

STEVEN GREENFELD
30 OLD MILL LANE, ARDSLEY NY 10502

(M) 914-837-6841

E-MAIL STEVEN.GREENFELD@GMAIL.COM

PROFESSIONAL EXPERIENCE

Accomplished executive with more than 35 years of experience focused on Professional Services and Program Management. Diverse experience managing Go-To-Market strategic planning; Implementation Services; Pipeline and Education. Experienced P&L manager with oversight of large portfolios. Proficient people manager with more 20 years of leadership for large, multi-functional, virtual staffs with above average staff retention.

Professional Services Delivery enthusiast with experience with Custom Application development and a strong background with Information Governance solutions for public, private and government organizations incorporating:

- Law Enforcement applications
- Big Data pipeline development
- Content Management strategies
- Search oriented solutions
- Compliance archiving services supporting Title 21 CFR part 11; SEC 17a-4; GDPR
- Document and Records Management implementations
- Legal Case Management implementations
- e-Discovery

MICROSOFT NEW YORK 2018 - PRESENT

DELIVERY MANAGER – FEDERAL SOLUTIONS

- Responsible for a Portfolio of Projects and supporting staff
- Maintain a staff of 20+ direct reports and 200+ indirect reports
- Manage a P&L in excess of \$30 million annually
- Primary Liaison to US Veterans Affairs PMO and responsible for contractual compliance and customer satisfaction

PRINCIPAL PROJECT MANAGER/PROGRAM LEADER – INDUSTRY SOLUTIONS

- Responsible for organizing a PMO to manage, develop, and deliver a solution roadmap for a large multi-year contract for a State and Local Government customer (Confidential client)
- Supervised the daily activities of over 85 people consisting of Project managers, Architects, Consultants and Business Analysts
- Delivered on Application Development and Big Data solutions for mission critical operations
- Migrated program from waterfall methodology to Leading Edge Delivery structure becoming an early case study for modernizing delivery practices
- Provided 24x7 Level 2 support oversight
- Delivered annual revenue in excess of \$25 million
- Maintained high level of customer satisfaction demonstrated by additional and accelerated work requests increasing with velocity year over year
- Successfully developed and deployed multiple custom applications and data pipelines for use in law enforcement
- Managed the P&L which trended positive for the first time in 11 years
- Liaison to multiple vendors for staffing and a prime contractor for funding and additional work orders

MICRO FOCUS NEW YORK 2010 - 2018

Formerly Hewlett Packard Enterprise; Hewlett Packard Inc.; Autonomy

MANAGING CONSULTANT/BUSINESS DEVELOPMENT MANAGER – BIG DATA PROFESSIONAL SERVICES

- Responsible for developing and enabling a Go-To-Market strategy for the Services organization by incorporating strategic and tactical insights into profitable and repeatable offerings supporting a \$22 million revenue forecast
- Focused on solution offerings to increase pipeline, revenue, margin and consultant utilization for Secured Content Management and Big Data Analytics
- Building a complementary channel strategy adding domain expertise and service offerings to the Information Governance services catalog
- Extending offerings including change management, education and adoption programs intended to create larger deal sizes, stronger product adoption, and improved customer satisfaction
- Developing new programs and implementation strategies designed to meet changing IT offerings moving from on-premise models to SaaS and Managed Services
- Leading strategic accounts with P&L responsibility
- Leveraging customer success stories into sales enablement strategies

PRACTICE LEADER – BIG DATA PROFESSIONAL SERVICES

- Lead implementation and consulting services for numerous governance products utilizing both Waterfall and Agile methodologies:
- Supervised up to 70 staff including Consulting Managers, Project Managers, Technical Architects, Consultants, Business Analysts and contractors
- Managed P&L of \$13 million in FY 2016. Supported sales functions including contract negotiation
- Achieved services billable and utilization forecast for FY 2013 thru 2016
- Collaborated regularly with Product Management, R&D and Sales

CA, INC. FAIR LAWN, NJ 2006 – 2010

VICE PRESIDENT/DIRECTOR, SOLUTION ARCHITECTURE – CA SERVICES

- Responsible for the technical delivery, and adherence to CA implementation best practices, for:
 - CA Records Manager ("CA RM") for records management and compliance solutions
 - CA Message Manager ("CA MM") for e-mail archiving and supervision
 - Discovery and Retention Manager ("DRM") for eDiscovery
- Met orders quotas in 3 consecutive quarters creating \$1.5 million in backlog in 9 months
- Developed services pipeline in excess of \$2 million of qualified opportunities in 9 months
- Managed a team of Technical Architects and Consultants for product deployments
- Created standard service offerings and developed competitive pricing strategies
- Served as Services liaison to Product Management and Development
- Managed Presales operations in 2006/07 prior to transitioning responsibility to the Sales organization

MDY ADVANCED TECHNOLOGIES, INC.

FAIR LAWN, NJ 2005 – 2006

VICE PRESIDENT, PROFESSIONAL SERVICES

Managed Professional Services to achieve company cash flow, revenue, profitability and client satisfaction objectives based on sales of services for proprietary software products, system integration ("SI") projects, and Education. Services included Enterprise Content Management ("ECM") best practices consulting and technology implementation focused on Document and Records Management, Imaging, and Business Process Management ("BPM"), and the full spectrum of SI services including network set-up, application deployment, e-mail deployment and support.

- Achieved cash flow and revenue objectives of \$4.8 million in 2005 and \$5.2 million in 2006.
- Managed cross-functional staff for billable projects and non-billable pre-sales and support.
 - Professional Services generated 45% of MDY gross revenue.
 - Portfolio of up to 80 simultaneous projects and a \$2 million Services backlog with a staff of 25
 - Supported more than 200 deployed FileSurf customers in North America.
- Operated in multiple vertical markets including Commercial, Legal and Government.
- Administered pre-sales support for product sales in excess of \$2.5 million annually.
- Realigned staffing mix with the inclusion of PMP certified Project Managers and ECM trained engineers increasing customer satisfaction ratings and collections on service invoices.

HUMMINGBIRD USA INC.
 (FORMERLY COMPINFO, A DIVISION OF PCDOCS, INC.)
 SENIOR MANAGER, PROFESSIONAL SERVICES SOLUTIONS/ PMO

NEW YORK, NJ 1998 – 2005

Project Managed implementations for key accounts. Established a PMO for creation of best practices. Project P&L responsibility for delivery of consulting services for ECM solutions involving Hummingbird DM/RM, DOCSOpen; Collaboration, Imaging, Workflow and LawPack.

FIRST DATA MERCHANT SERVICES (FDMS)
 DIRECTOR, FINANCIAL SYSTEMS

MELVILLE, NY 1997 – 1998

Administered 2 General Ledger, Fixed Assets and Accounts Payable systems managing \$1 billion+ dollars weekly for credit card processing and merchant payments. Transitioned D&B Millenium to Oracle Financials. Migrated merchant settlement and funding system feeds accounting for \$50 billion+ annually.

SHOWTIME NETWORKS
 SENIOR PROJECT MANAGER/ PRODUCT MANAGER

NEW YORK, NY 1990 – 1997

Administered a subscription management system for a 1 million+ customers for the retail and wholesale satellite television provider.

WARREN, GORHAM & LAMONT
 ASSISTANT MARKETING OPERATIONS MANAGER

NEW YORK, NY 1985 – 1990

Bridged technology and operations to support direct marketing efforts including 500+ direct mail and 100+ inbound and outbound telemarketing campaigns annually.

EDUCATION

FORDHAM UNIVERSITY:
 Masters of Business Administration (MBA) – Marketing concentration

STATE UNIVERSITY OF NEW YORK AT BUFFALO:
 Bachelor of Science (BS) in Business Administration – MIS and Marketing concentrations

VOLUNTEER POSITIONS

ARDSLEY-SECOR VOLUNTEER AMBULANCE CORPS (ARDSLEY, NY):

Captain: June 2021 – June 2023
 First Lieutenant June 2019 – June 2021
 Second Lieutenant: June 2017 – June 2019
 Member: October 2014 - present

KINGSDALE VOLUNTEER AMBULANCE CORPS (BRONX NY):

Operations Lieutenant: 1995 – 1999
 Board-member: 1997 – 1999
 Member: 1981 - 1999

NYS EMT-B: 199556

COUNTY OF WESTCHESTER
OATH OF OFFICE

For Appointees to County Boards and Commissions

STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

I, STEVEN GREENFELD do solemnly swear (or affirm) that I will support
(Print or Type Name)

the constitution of the United States, and the constitution of the State of New York, and that I will faithfully discharge the duties of the office of EMERGENCY MEDICAL SERVICES in and for the
(Print or Type Board Name)

County of Westchester, according to the best of my ability.

Date: 5/12/2023 Steven Greenfeld
(Signature)

Sworn to and subscribed before me this 12th day of May,
2023.
Haitham S Rabadi
(Signature)
Haitham S Rabadi
(Print or Type Name)
Notary Public State of New York
(Title of Official Administering Oath)

HAITHAM S RABADI
NOTARY PUBLIC, STATE OF NEW YORK
Registration No. 01RA6155215
Qualified in Westchester County
My Commission Expires: 11/06/2026

Mail original Oath of Office to Office to Andrew Ferris, Office of the County Executive, 148 Martine Ave., Room 916D, White Plains, NY 10601 for filing within thirty (30) days of the commencement of the term of office or the notice of appointment.