



Micah Greenberg

ESC Consultant Since: 2015

Education:

B.A., American Civilization and Creative Writing,
Brown University

AREAS OF EXPERTISE: Brand strategy, marketing, nonprofit management

PRIVATE SECTOR PROFESSIONAL EXPERIENCE: Micah is the co-founder of Spoolia, a creative agency focusing on brand strategy, design and marketing. He has led workshops on design thinking, launched branding for nascent organizations and executed full rebrands for already established clients. In the past, Micah was the Associate Director of Marketing for Atlantic Media. Some of his responsibilities included working as a marketing manager for thought-leader publications and leading brand strategy, creative direction, sales proposals and live events for *Atlantic*, *National Journal* and *Government Executive*.

NONPROFIT PROFESSIONAL EXPERIENCE: Micah was the Director of Business Development for the KCRW radio station, responsible for overall business strategy and revenue growth, including partnerships ranging from fashion, music and e-commerce companies to cultural institutions. He was also heavily involved in corporate sponsorship and briefly served as acting Director.

Before then he was the Director of Marketing for National Public Media, a division of National Public Radio (NPR), where he led all brand strategy, creative direction, sales and marketing collateral, daily proposals and sponsor activation through custom content and live events. He developed NPR's first-ever sponsorship marketing team and launched new brands and sponsorships.

NONPROFIT VOLUNTEER EXPERIENCE: Micah was on the Board of Sitar Center, an arts education nonprofit in DC. He is also the Executive Producer of Kensington Presents, a concert and performance series in Los Angeles.

Micah is the Founder and previous Curator of Above the Bike Shop, an arts space in Washington that hosted more than 100 events and had more than 5,000 attendees across two years.

EXAMPLES OF ESC CLIENTS: SCOPE - Strategic Concepts in Organizing and Policy Education, St. Barnabas Senior Services, St. Vincent Meals on Wheels

INTERESTS: Music, performance, visual art, education