

Heidi Goldberg

Heidi Goldberg is the Director for Economic Opportunity and Financial Empowerment at the National League of Cities (NLC) Institute for Youth, Education, and Families (YEF Institute). Since 2005, she has led the NLC's efforts to strengthen the capacity of municipal leaders to take action to help families move toward financial stability.

Goldberg has conceptualized, developed and managed multiple initiatives, including a task force of local elected officials focused on economic mobility and opportunity, programs that help city leaders build city-wide financial inclusion initiatives, a pilot project to connect residents in debt to municipal utilities with financial empowerment services, and strategies to help cities connect children to public health insurance and out-of-school meal programs. Her work has included numerous publications and municipal toolkits and she has been quoted in a variety of local and national media outlets, including the *New York Times* and the Canadian *CBC Radio*.

Prior to joining the National League of Cities, Goldberg was the Director of Local Programs and Policy for Wider Opportunities for Women (WOW) in Washington, D.C., where she coordinated the organization's local projects, including research and advocacy on workforce development programs in D.C. Goldberg also spent four years as a policy analyst at the Center on Budget and Policy Priorities (CBPP), where she specialized in state and federal welfare policy. Prior to her position at CBPP, she managed a residence for formerly homeless women in Boston, MA.

Goldberg received her Bachelor of Arts degree from Vassar College, and holds a Master of Public Policy and Master of Social Work, both from the University of Michigan.