



2025 Ones To Watch - Industry Leaders: Julie Greenberg, Kasirer

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Julie Greenberg
Executive Vice President

Kasirer

“For more than two decades, Julie has been my right-hand woman. She is the hardest working person I know and one of the most influential strategists in the city. I’m so grateful to have spent the majority of my career with her by my side. Kasirer would not be the firm it is without her expertise.” - Suri Kasirer, President, Kasirer.

Recent goal and impact:

Since joining Kasirer more than 20 years ago, I’ve always had one overarching goal: Keep NYC thriving despite any political, social or economic headwinds. I’ve supported the hospitality industry with outdoor dining requirements during the pandemic, worked with the Fifth Avenue Association to make NYC a global retail destination, and I’ve helped Stony Brook University win the bid to serve as the anchor institution for the development of a world-leading climate solutions center on Governors Island. I’m beyond proud of the work my team has done to keep the city vibrant and flourishing.

Turning problems into opportunities:

Kasirer led the campaign to rebuild the New York Blood Center, the largest independent, community-based nonprofit blood center in the nation, which supplies nearly all of the blood to New York City’s hospitals. We navigated very challenging political headwinds to achieve a historic 43-5 vote, despite significant local opposition, in support of the Blood Center at the full city council, reaching a deal that brought together City officials across the five boroughs around a future vision for New York City in the life sciences and the communities served that went far beyond the local neighborhood.

Sharing knowledge and expertise:

My vision for our firm is to sustain a truly collaborative working environment. I make it a point to foster a workplace where everyone feels empowered to bring ideas to the table. Strategies don’t just start from the top and trickle down. All team members are encouraged to put forth new ideas; I always want to maximize our collective mindshare. I also focus on building a culture of trust and respect where we can have healthy discourse and honest conversations. We may not always agree, but it’s often these types of discussions that yield the best results.

Giving Back:

Kasirer is involved in four of the five chambers of commerce in New York City, and the State Business Council, which provides us with unmatched opportunities to engage with the local community and understand all sides of the important issues affecting New Yorkers. This ongoing civic discourse, integrating ourselves into the communities that we support, makes our work that much more meaningful. As a lobbying firm, we serve the interests of our clients, but we also

carefully consider how different issues affect the local community.

Who was/is your role model and/or leadership mentor?

Suri Kasirer. I've worked with her for more than two decades but still learn from her every day.

Best advice for new leaders:

The more you ask the more you'll learn. Talk to everyone and build your network.

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