

PHILADELPHIA BUSINESS JOURNAL

CARL R. GREENE
PHILADELPHIA
HOUSING AUTHORITY

CEO FILE

'Get it done.'



JEFF FUSCO

Carl Greene at Nellie Reynolds Garden, a new living community for residents over 55.

PERSONAL INFORMATION

Name: Carl R. Greene

Title: Executive director

Organization: Philadelphia Housing Authority

Description: Public housing development and management.

Number of employees: 1,150

Revenue in last fiscal year: \$337 million

Recent project: Ludlow Homes, 192 units of affordable rentals and homes in North Philadelphia.

Education: George Washington University, MS in information systems technology; University of Maryland, BS in business administration

First job: Newspaper carrier.

Little-known fact about you: I like to cook.

Home: Philadelphia

in public service. Having lived in public housing, I decided I wanted to come back and fix it.

Worst decision: To continue playing football in high school after my initial nerve sprain injury, which resulted in a permanent injury.

Toughest decision: To resist pressure from the secretary of HUD to turn over public land to a private developer for nominal consideration. By refusing his request, I risked punitive action.

Mentor: My junior high school principal because he impressed upon me the purpose of education, the importance of learning and the commitment to education.

TRUE CONFESSIONS

Word that best describes you: Passionate.

Like best about your job: Opportunity to make a positive impact on people's lives.

Like least about your job: Dealing with the lack of commitment and political will from the federal government to create affordable housing opportunities.

The most important lesson you've learned: Always look for opportunities to create new allies or new friends.

Life motto: Get it done.

Greatest fear: That the political leaders of our nation abandon the mission of providing funding for quality, affordable housing.

Person most interested in meeting and why:

The next President, so I can impress upon him the importance of funding quality, affordable public housing.

Company you respect most and why: General Electric — for having quality internal

processes, training their workforce, creating a learning environment and infusing quality in every aspect of the company.

First choice for a new career: Football coach.

Greatest extravagance: Electronic gadgets.

ET CETERA

Award/honor most proud of: Toss-up between "Advocate of the Year" from the National Association of Housing and Redevelopment Officials, or the top award from the Institute of Real Estate Management for excellence in property management.

Most influential book: "Stewardship: Choosing Service over Self Interest," by Peter Block.

Favorite movie: "The Matrix," directed by Andy and Larry Wachowski.

Favorite restaurant: If I had to settle on one it would be The Prime Rib.

Favorite vacation spot: Southern Florida.

Favorite room in the house and why: The kitchen, because I like home cooking.

Favorite way to spend free time: Reading a good book.

Automobile you drive: Ford Explorer.

BUSINESS PHILOSOPHY

Essential business philosophy: Develop a plan, work the plan and keep the ball moving.

Best way to keep a competitive edge: Constant innovation.

Yardstick of success: Recognition from not just our customers, but also the community for making positive changes to neighborhoods.

Goal yet to be achieved: Write a book.

JUDGMENT CALLS

Best decision: To commit myself to a career