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## PROFILE

Communications and campaign strategist with experience in business, philanthropy and government.

## EXPERIENCE

### Communications Strategy | Los Angeles & New York | 2003 — 2005, 2009 — Present

#### *Principal*

- Advisor to Brooklyn Community Services (BCS) on programming, major gifts, strategy and operations (Current).
- Advisor to Adopt a Highway Maintenance Corporation on opportunities with New York City Transit, MTA (Current).
- Stringer, *New York Times* (Current).
- Hired by Los Angeles Metro to write [How to Pass a Mega Transportation Measure - LA County Measure M Lessons Learned](#), an oral history of the *no sunset* transportation sales tax. Published in 2018, the Measure M report is a playbook for transportation agencies, cities and state legislatures interested in learning from Metro's successful campaign to secure funding for L.A. County's transportation infrastructure.
- Partnership development, outreach, communications and campaign evangelist and strategist for L.A. Metro's Measures M and J, and in support of improved public transit in New York, Los Angeles and elsewhere.
- Corporate communications and campaign strategy for Munger Tolles & Olson LLP, OUTFRONT/JCDecaux, UCLA, HNTB, Latham & Watkins, the ULI Los Angeles, Public Health Advocates, the Los Angeles County Department of Public Health and others; writing, social media and PR.
- Advisor to The Annenberg Foundation, Lynda.com and others on philanthropic giving, operations and employee engagement. Managed the Foundation's environmental portfolio, started an online and brick and mortar store for the Annenberg Space for Photography and advised Foundation trustees on overhaul of Annenberg Learner.
- Informed readers about employee engagement, transportation, including P3s, and business innovation in Asia, Europe, Latin America, the Middle East and North America through [writing](#) for *HuffPost* and other publications.
- Experience managing employees and consultants and in project management.

### The Wonderful Company (Roll Global LLC) & The Resnick Foundation | Los Angeles | 2005 — 2009

#### *Director of Charitable Giving & Political Director*

- Created and managed the employee and community engagement program at The Wonderful Company and ran The Resnick Foundation. Helped raise corporate profile and achieve measurable results in employee recruitment and retention for the \$4.5B global holding company and its subsidiaries in agricultural and consumer product goods.

- Built partnerships and managed a unique, bilingual English/Spanish employee giving program serving 3,500 employees in 10 countries. Grew participation from zero to 98 percent and \$2.4 M; directed distribution of \$16 M in grants; administered the proceeds of a \$25 M legal settlement to 15 international organizations and charities.
- Set performance metrics, directed the development of communications plans and counseled C-level executives on meeting community investment objectives.
- Vetted thousands of proposals in the education, health, arts, environmental and biomedical fields. Helped create a company-founded college preparatory charter school in Delano, CA.
- Furthered The Wonderful Company's business goals by leveraging professional relationship with a Former Ambassador and Deputy U.S. Trade Representative to initiate discussions about the export of California pistachios to Asia and the Middle East.
- Vetted political candidates; ran a fundraising event targeting California growers to support the campaign of Iowa Senator and farm bill author Tom Harkin.
- Crisis communications advising on the export of bottled water from Fiji to North America, Europe and Asia and animal testing of a company product.

#### **Education Development Center, Inc. | Boston & Los Angeles | 1996 — 2003**

##### *Director of Special Projects*

- Advised university attorneys, risk managers, college administrators, parents, students and others on legal and policy matters and operations.
- Crisis communications advising to colleges and universities.
- Proposal writing and project management, business and partnership development.

#### **Abt Associates Inc. | Cambridge, MA | 1992 — 1996**

##### *Analyst*

- Directed research studies on best practices in social policy and environmental enforcement. Studied police department and prosecutors office operations.
- Coauthored monographs on health, housing and criminal justice policy for policy makers, prosecutors and law enforcement.
- Project management, proposal development.

*1987 — 1992: Worked as an associate and practiced law in California and Massachusetts.*

#### **Education**

Benjamin N. Cardozo School of Law, J.D.

University of Michigan, B.A.

#### **Honors**

Southern California Journalism Awards, Los Angeles Press Club, Best Individual Blog

*Streetsblog Los Angeles*, Best Online Columnist

Award of Recognition, Housing Authority of the City of Los Angeles

Certificate of Appreciation, City of Los Angeles

**Publications**

Author of [articles, opinion pieces](#) and a book

**Teaching**

Education Law & Policy, Boston College Graduate School of Education

**Bar Admissions**

California, Massachusetts and Washington, DC

**Languages**

Spanish and French speaker

**Community Involvement**

Super Steward, New York City Parks Department