



FOR IMMEDIATE RELEASE
City of Duluth Communications Office

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SUBJECT: Roshanda Smiley selected as City's Director of Public Administration

BY: Pakou Ly, Public Information Coordinator

Roshanda Smiley selected as City's Director of Public Administration

[Duluth, MN] – Roshanda Smiley has been selected as the Director of Public Administration for the City of Duluth. Smiley replaces Lisa Potswald who retired in May. Smiley leaves her current position as Chief Administrative Officer for the City of Austin-Austin Resource Recovery Department in Texas.

In her executive level position, Smiley provided oversight and strategic planning for the department's core support services: Human Resources, Finance, Customer Service-Dispatch, Information Technology and Quality Assurance. She also has extensive experience in personnel development/management, developing fiscal strategies, resource allocation, and communications management.

“Roshanda is a great addition to our team. She has the energy and technical expertise to help us manage the city's core services in libraries, parks, and street maintenance. We welcome Roshanda to Duluth and look forward to utilizing her talents as we work to increase efficiencies and performance measurement outcomes,” said Mayor Don Ness.

Smiley has worked in the field of administration for over 20 years in private and public sector organizations. Smiley holds two degrees from Park University a BS in Business Management and in Human Resources. She is certified as a Professional in Human Resources and is a candidate for graduation at Texas State University with a Masters Degree in Public Administration.

Smiley is a member of the Society of Human Resources Management, Austin Human Resources Management Association, and the American Society for Public Administration, Central Texas Association for Public Administration, and the International City/County Managers Association.

“I am honored to have this opportunity to serve the citizens of Duluth. I am excited to be joining the City and to learn more about the community. In my new role, I look forward to working collaboratively with city departments and external customers to provide a positive and efficient experience as we work to sustain the quality services citizens expect. Thank you for welcoming me all the way from Texas to Duluth, MN,” said Roshanda Smiley.

As Director of Public Administration, Smiley will have oversight of the city's Library Services, Parks and Recreation division, Maintenance Operations, the City Clerk's office, Human Resources, and the city's Information Technology division.

Smiley has a tentative start date of September 4, 2012, pending City Council approval at their August 13, 2012 meeting.

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