



Gary Rosenfeld
Chief Executive Officer
Memphis Area Transit Authority

Gary Rosenfeld is the Chief Executive Officer of the Memphis Area Transit Authority (MATA). MATA provides bus, rail, paratransit and other transit services for the Greater Memphis area. Rosenfeld's main focus is to rebuild the transit system into a world class mass transit provider while implementing new transit innovations and restarting the vintage trolley car system.

Rosenfeld has more than 30 years of experience in transit as an executive, strategist and advisor. His most recent experience includes serving as Interim Chief Executive Officer and Chief Administrative Officer at MATA. Prior to joining MATA, he was responsible for the nationally recognized transportation programs at Yosemite National Park.

Some of his major accomplishments during his tenure there include having the first 100 percent diesel electric hybrid transit fleet in the nation, receiving an environmental achievement award from the United States Department of the Interior for reduction in the consumption of petroleum fuel, having 100 percent of the Park's motor coach fleet and transit fleet meeting ADA requirements and proposed passenger safety requirements, and ensuring that the Park's Passenger Transportation Program became 100 percent certified as clean diesel and clean idle.

Prior to joining Yosemite National Park, Rosenfeld also was employed 17 years at Laidlaw Transit Services. While there, he served in the role of Director of Operations and was responsible for more than 2,000 associates under seven General Managers providing public transit, school and charter transportation to 21 transit agencies, school districts, county offices and governing boards.

Rosenfeld studied Business Administration at California State University, Northridge and is currently completing work in Public Administration at Southern New Hampshire University.