



FOR IMMEDIATE RELEASE

Contact: CEE Executive Committee
Coalition for an Equitable Economy
Phone: (857) 360-0653
Email: ec@maequitableeconomy.org

CEE Hires Tracye Whitfield as Executive Director

Western Mass Advocate goes State-wide

Boston, MA, May 25, 2022, The Coalition for an Equitable Economy (CEE) is excited to announce the hiring of Tracye Whitfield as their new Executive Director. In this new role, Whitfield will lead the coalitions efforts to ensure equitable access to capital for BIPOC small business owners across the state of Massachusetts. Whitfield will continue the coalitions efforts in creating new programs and policy needed to change and dismantle racist structures preventing the equitable investments needed to support the growth and viability of these businesses. ["I am thrilled to be joining CEE at this important moment in the coalition's history,"](#) said Whitfield. ["There is a lot of energy and momentum around efforts to create a more equitable economy, and I look forward to working with CEE members and partners to make real progress on this critical issue."](#) Prior to joining CEE, Whitfield was appointed as the Diversity, Equity, and Inclusion Officer by Mayor Reichelt for West Springfield. Her work in this role included promoting a diverse environment free from discrimination among employees as well as residents of their town - with an emphasis on racial equity when recruiting new people or hiring existing ones!

In her 25-year career, Tracye Whitfield has served as a finance analyst for the City of Springfield and data analyst at Springfield Technical Community College. She also worked in various positions including one with MassMutual Financial Group and youth advocacy at Martin Luther King Family Services. Ms. Whitfield served as the Director Of Business Development For Training And Workforce Options (TWO) ,a collaboration between STCC and HCC where she assisted employers in developing customized trainings to strengthen their workforces'. Furthermore, she's the owner of T&J Tax and Credit Savers, focusing on individual and small business tax preparation, credit repair, and assisting clients on their journey to home ownership.

In 2018, Tracye became an elected official in her community as a Springfield City Councilor at Large. She is now the first African American woman vice president of this position. She is extremely passionate about community involvement and engagement, public safety, workforce development and most importantly the wellbeing of individuals throughout all aspects of society. For the past seven years, she's served as Co-Chair of Mason Square C-3 Initiative. This position has allowed her to work closely with residents and local organizations and police officers to promote public safety while also improving the quality of life throughout the community!

MEET CEE'S NEW EXECUTIVE DIRECTOR

TRACYE WHITFIELD



In 2020, Tracye spearheaded the creation of Black Lives Matter Mural in front of Springfield City Hall. Ms. Whitfield says, “the mural is symbolic of the fight for racial justice, and it stands up to the powers that be that deny black people their humanity”. In 2021, as City Councilor at Large Ms. Whitfield co-sponsored the ordinance that mandates Juneteenth be honored as a paid time off holiday in the City of Springfield. The ordinance went into effect in June of 2021. She also founded the Gun Violence Elimination Alliance (G.V.E.A.) that aims to eradicate gun violence in the City of Springfield and Western Mass communities.

Ms. Whitfield earned her BA with a concentration in Finance (Magna Cum Laude), as well as MS in Accounting and Taxation from American International College. Last but not least, Tracye is driven by her passion to be the best example for her family where she is mother of her two

adult children and proudly wearing her best title of Grandma to Journee Peyton.

The Coalition for an Equitable Economy convenes and partners with a broad cross-sector coalition of stakeholders from across Massachusetts aligned around a shared commitment to building an equitable small business ecosystem and to the values of racial equity, collaboration, and shared leadership.

If you would like more information about this topic, please call:

CEE Executive Committee Member(s):

Boston, MA:

[Foundation for Business Equity](#)
Glynn Lloyd
Executive Director
(617) 828-4228
g.lloyd@fbequity.org

Springfield, MA:

[Springfield Neighborhood Housing Services](#)
Jeff Hamilton
Vice President/CFO
(413) 739-4737 Ext.106
Jeff.HamiltonSr@springfieldnhs.org