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Greenway Conservancy Announces New Leadership

January 17, 2024 – BOSTON, MA – The [Rose Kennedy Greenway Conservancy](https://www.rosekennedygreenway.org/), the non-profit responsible for the management and care of The Greenway, is pleased to announce new leadership. **Hilina D. Ajakaiye**, Executive Vice President at MeetBoston, was elected to Board Chair at the Conservancy's December 12 Board of Directors' meeting. In addition, **Eileen Ong**, previously Assistant Director of Programs, was promoted to Director of Programs and Outreach on November 14.

**Hilina D. Ajakaiye**

Hilina D. Ajakaiye is an accomplished and dedicated Executive Vice President at Meet Boston, leveraging over 15 years of expertise in sales, marketing, and operations, accompanied by a global perspective. Originally hailing from Ethiopia, Hilina immigrated to the United States in 1987, mastering English as her second language and achieving her high school diploma and associate degree concurrently at the young age of 17. Her educational journey extended to the University of Massachusetts, where she pursued

her undergraduate studies, and in 2017, she attained her MBA in International Marketing Management from Northeastern University.

In her pivotal role at Meet Boston, Hilina leads a variety of initiatives to expand Boston's tourism and hospitality industry. Her responsibilities encompass diverse areas, including human resources, membership development, financial strategy, leisure destination services, marketing and operations, and revenue generation. Her current initiatives focus on partnership strategy, workforce development, supplier diversity, eco-tourism, and sustainability.

Prior to her role at Meet Boston, Hilina accumulated over 15 years of invaluable experience at Ahold Delhaize, a prominent international grocery retail giant. Managing 150+ direct reports across 22 stores, she led a team of 3,600+ employees and oversaw an annual revenue budget of \$805 million. Her exceptional leadership skills earned national recognition, solidifying her position as a trailblazer in the industry.

Beyond her professional achievements, Hilina is deeply committed to initiatives promoting women's empowerment, particularly in underserved communities. She actively serves on prestigious boards, including her new role as Chair of The Rose Kennedy Greenway Conservancy, The Network of Executive Women (NEW), and the Woodward School for Girls. Currently, she co-chairs the Equity, Diversity & Inclusion Committee for Destination International.

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Her contributions have garnered widespread acclaim, leading to her induction into the Big Brothers Big Sisters "People We Admire" program and the honor of being named the 2019 "Rhode Islander of the Year" by Rhode Island Monthly for founding the R.I.S.E. Women's Leadership Conference. She actively engages with community-driven organizations such as Boston NBC and Telemundo Community Council, The Boston Arts Academy Foundation, and Save the Harbor.

Hilina also treasures moments with her husband and two children, indulging her passion for travel.

"As Chair of the Rose Kennedy Greenway in the vibrant city of Boston, I am dedicated to nurturing a park environment that not only flourishes with natural beauty but also stands as a testament to our commitment to inclusivity, welcoming everyone regardless of race, culture, or economic background," says Ajakaiye. "This urban oasis, recognized as a tourism gem, invites visitors to explore and connect with the heart of our city."

"Hilina has brought enormous energy, talent, and resources to the Conservancy since she joined us", said Doug Husid, former Board Chair of the Conservancy. "Her enthusiasm and deep commitment suggest nothing but great things ahead."

For a complete list of the Greenway Conservancy's Board of Directors, visit www.rosekennedygreenway.org/board.

**Eileen Ong**

Eileen Ong joined the Greenway Conservancy in November 2016 as Earned Income Manager - a new role to develop revenue-generating programs to support the Conservancy's funding and mission. Throughout her tenure at the Conservancy, she has grown her responsibilities, established innovative partnerships, and diversified programming. Eileen introduced new entrepreneurial activations such as the beer and wine gardens, expanded the Greenway food truck program, supported the Conservancy and partners rebound from the impacts of COVID-19, and piloted exciting, diverse, and unique events. Eileen remains passionate and dedicated to creating opportunities that connect people to each other through a dynamic community space in downtown Boston. She came to the Conservancy after managing multi-million dollar oil and gas projects at ExxonMobil. Eileen grew up in Bangkok, Thailand and holds a BS in Civil Engineering from Rice University.



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“Eileen brings years of experience at the Conservancy to this role,” said Chris Cook, Executive Director of the Rose Kennedy Greenway Conservancy. “I am thrilled that she will continue to connect people and communities through this incredible park.”

About The Greenway and the Greenway Conservancy (www.rosekennedygreenway.org)

The Greenway is the contemporary public park in the heart of Boston. The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway. The majority of the public park’s annual budget is generously provided by private sources.

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