



NEWS

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LACMTA APPOINTS BARRY ENGELBERG AS DIRECTOR OF EXTERNAL AFFAIRS

Barry L. Engelberg, who was instrumental in spearheading the government affairs program that brought the Los Angeles Metro Rail subway system to Southern California in the mid-1980s, has been appointed as LACMTA's Director of External Affairs, CEO Franklin White announced.

Mr. Engelberg will direct LACMTA's government affairs, marketing, media relations and community affairs departments, as well as the MTA's A-R-T program.

Prior to joining LACMTA, he served as Public Affairs Executive for the Mobil Oil Corporation in Torrance, CA, advising upper management on public affairs issues. While at Mobil, Mr. Engelberg pioneered a progressive public affairs program that restored the company's standing in the local community, taking it from a 20 percent approval rating to 70 percent.

From 1978 to 1987, Mr. Engelberg served as Director of the Office of Federal and State Liaison for the former Southern California Rapid Transit District. He played a key role in bringing \$4 billion in federal, state and local funding for the L.A. Metro Rail subway project.

He also served two years as Deputy Director of Business Development for Delon Hampton & Associates, Chartered in Los Angeles, and four years as District Assistant to Rep. Glenn M. Anderson (R-Cal.).

Mr. Engelberg holds a master's degree in Latin American studies from the University of New Mexico, and a bachelor's degree in political science from State University of New York.

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