

Greta Byrum

Hudson Valley/New York City | greta@presentmoment.tech

Professional Profile

Recognized innovator, leader, researcher, writer, and practitioner in technology and society with a background in urban planning, public engagement, and community technology.

Experience

Principal Owner | Present Moment Enterprises | 2025–Present

- Consultancy delivering strategic guidance for collective digital wellbeing
- Partnering with NYU's Center for Disability Studies, the London School of Economics, Face Equality International, and more.

Principal | HR&A Advisors | 2022–2025

- Directed asset-based digital equity research and policy planning on behalf of 6 US states and counties including New York, Texas, California, and Cook County, IL.
- Led research design and community engagement on 15+ projects, managing director and analyst teams.
- Directed development of data products including Texas' Digital Opportunity Hub and North Carolina Tech Resource Finder.

Program Director | Just Tech, Social Science Research Council | 2021–2022

- Designed, built, and implemented \$13M innovative Just Tech program and platform within legacy academic nonprofit organization.
- Designed peer jury and board selection process.
- Mentored staff and fellows; created and led events and partnerships.

Founder & Executive Director | Community Tech NY | 2019–2021

- Founder of grassroots nonprofit building resilience and self-determination in 10+ communities recovering from floods, outages, isolation, and long-term economic and environmental stresses.
- Supported development of community-owned information ecosystems by training and supporting local residents as Digital Stewards.
- Scaled to \$1.5M annual budget with diverse funding base.

Executive Director | Digital Equity Laboratory, The New School | 2018–2020

- With civil rights leader Maya Wiley, built research and practice laboratory within The New School University convening NYC and national stakeholders to address communities' digital needs, risks, and opportunities.
- Raised \$1.5M in grants to support research initiatives; managed budgets, grantwriting, funder relations, development databases, and negotiations and contracting across university departments.
- Created statewide digital Census readiness research and programs used by libraries nationally to build trust and safety to offer internet census-counting places.

Program Director, Resilient Communities | New America | 2016–2018

- Built Resilient Communities, a program dedicated to communication technologies for disaster response and resilience.
- Led program design, outreach, launch and implementation of \$4.2m five-neighborhood multi-stakeholder community wireless project in partnership with HUD, New York City's Economic Development Corporation, and local organizations.

Field Team Analyst, Senior Analyst, and Director, Open Technology Institute | New America | 2011–2016

- Managed OTI Field Team to organize community education, public campaigns, and policy advocacy.
- Partnered with communities in Detroit, the Bronx, and Appalachia to develop curricula, conduct rich evaluation of community investments, and build network of supportive relationships.

Academic Teaching & Advising

Director | Digital Equity Laboratory, The New School | 2018–2020

- With co-founder Maya Wiley, built research and practice laboratory at The New School, addressing digital needs, risks, and opportunities.
- Raised \$1.3 million in grants and contracts to support research initiatives; managed budgets, grantwriting, funder relations, research assistants, development databases, and negotiations and contracting across university departments.
- Contracted with the City of New York and its partners to develop the digital equity component of NYC's Internet Master Plan (2020).

Lecturer | Columbia School of International and Public Affairs | 2021

- Taught "Fighting Digital Redlining," a capstone class for Masters' students in Urban Policy;

- Supervised capstone report in partnership with the NYC Mayor’s Office, culminating in “Creating Healthy Digital Ecosystems in NYC,” a guidance framework and Digital Equity Ecosystem Map.

Lecturer | Eugene Lang New School for Social Research | 2020

- Co-taught “Anthropology of Networks” with Shannon Mattern, an undergraduate seminar-workshop building on existing anthropological, media studies, and urban studies research about networks, systems, and digital technologies. Examined the evolution of networks and used NYC’s Internet Master Plan as a practical case to understand the equity implications of network design and envision healthier sociotechnical ecosystems.

Lecturer | Parsons School of Design | 2019

- Led transdisciplinary design practicum with the Parsons Design for Social Innovation and Sustainability (DESI) Lab, bringing Community Technology principles, methods, and pedagogy to students, connecting them with real-world communities undertaking local technology infrastructure projects, and supervising student work.

Education

MS, Urban Planning — Columbia University

MFA, Poetry — Iowa Writers’ Workshop

MA, Humanities & Germanistik — Johns Hopkins University

BA, Comparative Literature — Brown University

Service & Fellowships (Selected)

Member, New York State Regents Advisory Council

Advisor, Southern Connected Communities Project at the Highlander Research & Education Center

Loeb Fellow, Harvard Graduate School of Design

Fulbright Fellow, Bauhaus University & Friedrich Schiller University, Germany

Former Trustee, Metropolitan New York Library Council

Organizer and leader, No Mud No Lotus Plum Village Mindfulness Circle, Beacon NY