



**HARRISONBURG | VA**  
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For Immediate Release –

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## **Brian Vandenberg selected as next Harrisonburg Assistant to the City Manager**

*Vandenberg, currently Tallahassee's Strategic Innovation Consultant, to join City Manager's team in August*

HARRISONBURG, Va. – Brian Vandenberg grew up surrounded by numerous examples of the importance of service. It's a value that's contributed to who he's become as a public administration professional, and a testament to the commitment he is bringing to The Friendly City as Harrisonburg's newest assistant to the city manager.

Vandenberg, who has served as strategic innovation consultant in Tallahassee, Fla., since graduating with a master's of public administration from Syracuse University in 2021, will join Harrisonburg's City Manager's Office in August. With a passion for service delivery focused on improving quality of life for all, Vandenberg finds being a part of creating a sense of community for his family, friends and neighbors "incredibly fulfilling."

"I grew up in an Air Force family and examples of service were always in abundance," Vandenberg said of the upbringing that led to his dedication for work in local government. "As a teenager, I wasn't sure what career path would be right for me, but I knew I wanted to do something to make the world better for others."

That passion has brought Vandenberg and his family to Harrisonburg, where he will serve as a key member of City Manager Ande Banks's leadership team. As assistant to the city manager, Vandenberg will be responsible for working with Banks, Deputy City Manager Amy Snider, and all City departments in planning, executing and evaluating organization-wide strategies that achieve important community needs and the vision and goals of Harrisonburg City Council's 2043 Vision Plan. His experiences in Tallahassee engaging with community members on projects such as the creation of a five-year strategic plan, or working with staff on policy analysis, proved to the Harrisonburg recruitment committee that Vandenberg was committed to the vision and values The Friendly City holds dear and ready to help move the community forward.

"Brian's combination of experience, drive, professionalism and innovation set him apart as the type of leader our community and organization can count on," Banks said. "I am thrilled we are able to bring him to Harrisonburg, and I know his commitment to community will invigorate our ability to deliver distinctive, reliable and high-quality services to all who call Harrisonburg home."

Vandenberg is ready to hit the ground running and put the values and character learned from his family and gained through a career in public service to work for the people of Harrisonburg.



*(Above) New Harrisonburg Assistant to the City Manager  
Brian Vandenberg*

“I’m excited to step into this role, not only because it’s a natural extension of the work I’ve done so far in my career, but because the caliber and character of the people at all levels of this organization is remarkable,” Vandenberg said. “I’m honored to join such a team and be part of a community that celebrates diversity and is known for friendliness. Each day brings new challenges and opportunities to innovate in local government, so I look forward to enhancing operational efficiencies with the City of Harrisonburg so we can better serve our community and achieve the remarkable goals set forward in City Council’s 2043 Vision.”

In addition to his work in local government, Vandenberg took part in the Teach for America program as a middle school teacher at a Title I school, and served as director of the Conversations in Conflict Studies Series at the Program for the Advancement of Research on Conflict and Collaboration at the Syracuse University Maxwell School of Citizenship & Public Affairs.

Vandenberg’s first day in Harrisonburg will be Aug. 5.

***The City of Harrisonburg*** is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 55,990 people. More information about the City of Harrisonburg is online at [www.HarrisonburgVA.gov](http://www.HarrisonburgVA.gov).

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