



## NEWS RELEASE

### **Town of Herndon Appoints Director of Parks and Recreation**

Herndon, VA (January 8, 2024) – The Town of Herndon has named Bob Williams, CPRP, as director of Parks and Recreation. Williams replaces Cindy Roeder, who retired from the town this month after more than 20 years of dedicated service.

In his new post, Williams will be responsible for direction of the town’s Parks and Recreation department, to include staff management, recreation program planning and development, facilities operation and maintenance, and capital improvement planning. Williams will also oversee operations of Chestnut Grove Cemetery; will foster collaborative relationships with Herndon’s sports, schools, arts, non-profit and business organizations; and will provide leadership and oversight to the department’s five operating divisions: administration, recreation programs, facilities, aquatics and parks.

Williams will report to Town Manager Bill Ashton and will serve as a member of the town’s management team. “No question, Cindy Roeder’s shoes are hard to fill,” Ashton said. “We are confident that Bob has the experience, insights and expertise to maintain the department’s high quality of operations and programming while bringing new, fresh ideas that further its legacy. In particular, I look forward to new initiatives under his leadership that establish new events and traditions, build on our vibrant sense of community and celebrate the myriad cultures represented in Herndon.”

Williams has most recently served as director of Parks and Recreation for Martinsburg-Berkeley County, where he created the department’s first strategic and master plan and developed improved processes that greatly increased productivity as well as community and employee engagement. Previously, he held positions of increasing responsibility in the parks and recreation divisions of Alexandria, VA; Licking County, OH; and Chester County, PA. He is a Certified Parks and Recreation Professional (CPRP) and holds a Bachelor of Science degree in Parks and Recreation from Slippery Rock University and a Master of Science degree in Nonprofit Management from Robert Morris University.

Williams begins his employment with the Town of Herndon on January 16, 2024. Effective on that date, he may be reached directly at [Bob.Williams@herndon-va.gov](mailto:Bob.Williams@herndon-va.gov) or 703-435-6800 x2123.

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