Amy Herbold
President & CEO
Choose New Jersey

Amy Herbold brings more than 20 years of experience across government and the private sector to her role as President and Chief Executive Officer of Choose New Jersey, the state's leading nonprofit economic development organization. Ms. Herbold is widely recognized for her expertise in complex stakeholder engagement, large-scale project delivery, and intergovernmental coordination.

Prior to joining Choose New Jersey, Ms. Herbold served as Senior Vice President of Corporate & Regulatory Affairs at Triple Five Group, where she oversaw the expansion and repositioning of one of the region's most ambitious multibillion-dollar public-private developments into a year-round global destination. In this role, she led a range of high-profile initiatives, including regional economic development projects that supported job creation and strengthened New Jersey's global standing.

Previously, she served as Deputy Executive Director of New Jersey Transit, managing key administrative divisions including Human Resources, Procurement, and Civil Rights/EEO, and supporting infrastructure initiatives such as the Gateway Development Program and Northeast Corridor agreements. She also served as Senior Counsel in the Authorities Unit within the Office of the Governor of New Jersey, advising on governance across state and bi-state authorities.

Ms. Herbold began her legal career as a commercial litigation associate at Wilentz, Goldman & Spitzer, P.A. She holds a Juris Doctor, cum laude, from Seton Hall University School of Law and a Bachelor of Arts in Political Science from Trinity University.