

Farah Ahmad Appointed as new President of Partners for Rural Transformation, Bringing Expertise in Policy and Rural Economic Development

Former Deputy Under Secretary for Rural Development at USDA

Berea, KENTUCKY, November 13, 2024—Partners for Rural Transformation (PRT), a coalition of six Community Development Financial Institutions (CDFIs) serving persistently poor and rural communities, is excited to announce the appointment of Farah Ahmad as the organization's new President, following a national search process.

Ahmad brings a wealth of experience from her distinguished career at the U.S. Department of Agriculture (USDA), where she most recently served as the Deputy Under Secretary for Rural Development. She joins PRT with a commitment to expand the organization's reach to advance economic growth in rural communities nationwide.

In her new role, Ahmad will provide leadership as she strengthens PRT's partnerships and enhances the group's influence and impact. She will pursue government, philanthropic, and financial industry partners on behalf of PRT.

She will build on fifteen years of experience at developing federal, state, and local policy solutions and leading high-profile, place-based economic development and financial resiliency initiatives. In addition to a series of leadership roles at the USDA, Ahmad has worked at the White House National Economic Council and the Consumer Financial Protection Bureau. Ahmad started her career in nonprofit organizations focused on workforce and economic development at the local level.

The PRT Steering Committee, comprised of the CEOs from [come dream. come build](#), [Communities Unlimited](#), [Fahe](#), [Hope Enterprise Corporation](#), [Oweesta](#), and [RCAC](#), were impressed by Ahmad's clear vision and deep-rooted dedication to the equitable growth of rural America. Ahmad has worked on a variety of issues in rural communities, including housing, water, energy, and broadband. She has traveled extensively to rural and Native communities through her roles at USDA.

“Farah has impressed me with her deep commitment to drive change from deep disadvantage to persistent opportunity,” said Fahe CEO Jim King. “Her background and experience will help to lead PRT to advocate for more capital and to build awareness of the needs of rural places.” Fahe, a CDFI and network of community development nonprofits serving central Appalachia, is the fiduciary for PRT.

“As a member of the PRT steering committee, I am honored to have Farah represent PRT as our President,” said RCAC CEO Suzanne Anarde-Devenport. “Her passion, vision and leadership are exemplary and will be a tremendous asset for PRT as we navigate a strategy for our pathway forward. I am truly excited to learn from Farah while supporting her in this critical role within our nation, serving rural and Indigenous persistent poverty communities.

With Farah Ahmad at the helm of the organization, PRT will continue its mission of fostering economic inclusion, expanding programs and projects by the Partners, and ultimately eradicating persistent poverty in rural America.

About Partners for Rural Transformation

[Partners for Rural Transformation](#) (“PRT”) envisions a country without generational poverty. Led by six Community Development Financial Institutions serving 78% of the country’s persistent poverty areas (PPAs), PRT strengthens local economies and builds power for the millions of people across the US living in rural communities designated as persistently poor.

Despite inequitable access to federal, private, and philanthropic capital, the Partners have built successful programs enabling people and places to thrive, such as steady employment opportunities, responsible financial resources, quality affordable housing, disaster recovery, and sustainable water systems.

About Fahe

Fahe brings people, organizations, and resources together to build homes, communities, and a thriving Appalachia through expanding economic opportunity and security for all. Fahe Members work together to influence policy, philanthropy, and systems change in the region. www.fahe.org

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