

BUSINESS INVESTMENT TEAM STRUCTURE AND STAFFING

August 2019

THE BUSINESS INVESTMENT TEAM IS STRUCTURED TO MOVE PROSPECTS FROM LEAD TO ANNOUNCEMENT

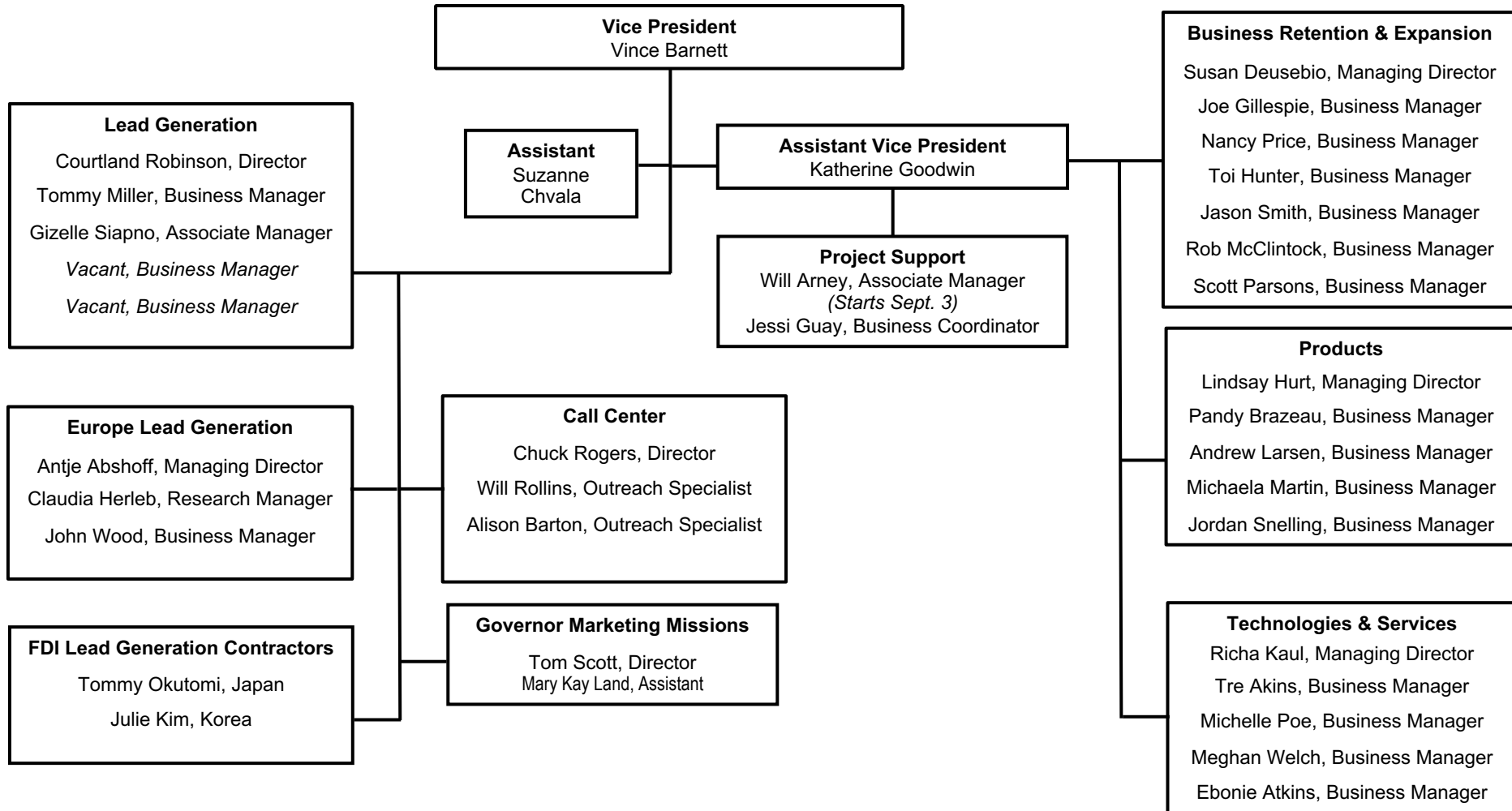
The business investment team includes staffing at all stages of client engagement, and is structured to maximize lead generation and project management

- Comprehensive lead generation strategy—FDI, domestic and site selection consultants
- Project management
- Call center operations
- Business Retention & Expansion
- Governor Marketing Missions

A sector-focused approach enables deeper industry knowledge

- Lead generation targeting Virginia industry clusters and growth industries
- Alignment with economic development partners and stakeholder strategies

Structured to maximize lead generation and project management



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Lead generation team is tasked with generating project opportunities across Virginia

The Lead Generation Team focuses on developing and implementing strategies to increase VEDP's project pipeline. Project management is not a core function.



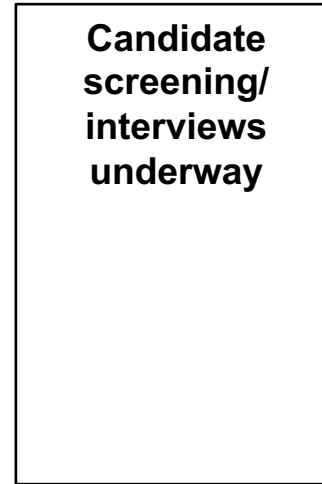
Courtland Robinson
Director



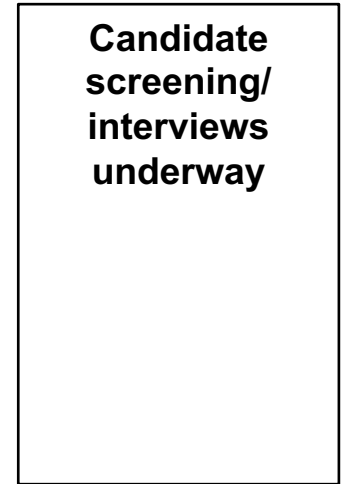
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Business Manager



Business Manager

Foreign direct investment offices are a strategic component to our lead generation strategy

Europe Office

VEDP opened a new European office in Munich, Germany, in January 2018. The team is 100% dedicated to lead generation.



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Foreign direct investment offices are a strategic component to our lead generation strategy

VEDP utilizes full-time lead generation contractors to market to clients in Japan and Korea.



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Sector-focused teams manage projects and target growth industries for lead generation

The Products Team is focused on the manufacturing and logistics sectors. Core functions are industry strategy development and project management.



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Aerospace and
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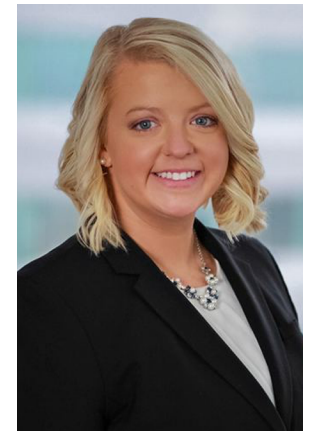
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Sector-focused teams manage projects and target growth industries for lead generation

The Technologies & Services Team is focused on the technology and corporate services sectors. Core functions are industry strategy development and project management.



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Cybersecurity & Life
Sciences

Existing Businesses are key to Virginia's economic vitality

The Business Retention and Expansion team provides a systematic approach for proactive communication with key businesses driving Virginia's economy. The program is being developed and implemented in direct collaboration with local and regional partners. Project management is not a core function.



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Lead generation team is tasked with generating project opportunities across Virginia

VEDP's in-house call center operations support all lead generation functions



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Governor-led marketing missions are a strategic and pro-active approach to lead generation

The business investment team plans and implements VEDP's Governor-led marketing mission program to support lead generation and project management.



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