

Overview

One of the wealthiest and most beautiful states in America, the Commonwealth of Virginia offers exceptional human capital, geographic, and infrastructure assets. Virginia is also home to a diverse array of leading private-sector firms, national labs, and important military installations, as well as one of the most educated populations in the country. Virginia's integrated transportation system of highways, railroads, airports, and seaports provides logistical advantages for companies in every industry, including notable access to the deepest and widest port on the East Coast and Washington Dulles International Airport.

For nearly three decades, the Virginia Economic Development Partnership (VEDP) has served as Virginia's state economic development authority. Like the special Commonwealth that it serves, VEDP is regarded as among the best in the country. As a quasi-independent state authority governed by a board of directors that spans gubernatorial administrations, VEDP is a nonpartisan organization with stable leadership and nimble, creative, mission-focused operations.

VEDP collaborates with local, regional, and state partners to encourage the expansion and diversification of Virginia's economy. VEDP works to accomplish these objectives through a variety of activities, including marketing and lead generation; business retention, expansion, and attraction; trade development; business intelligence; competitive benchmarking; site development; performance-based incentives; and talent solutions. VEDP has offices in Virginia, Germany, Japan, and South Korea.

By statute, VEDP creates economic opportunity for the Commonwealth through eight core categories of responsibility:

- Ensure that effective marketing programs are delivered
- Engage in business development activities
- Engage in product development activities
- Encourage coordination of economic development organizations
- Encourage exports of Virginia's products and services
- Assist in formulating Virginia's economic development strategies
- Administer economic development incentive programs
- Fulfill administrative and reporting responsibilities

With dedicated and knowledgeable professionals committed to Virginia's economic success, VEDP helps businesses find the resources they need to make relocation and expansion successful endeavors.

VEDP has a staff of approximately 200 and an annual operating budget of more than \$50 million.

Richmond

Microsoft Corporation,
Fairfax County

Trex Company, Inc.,
Frederick County

Context

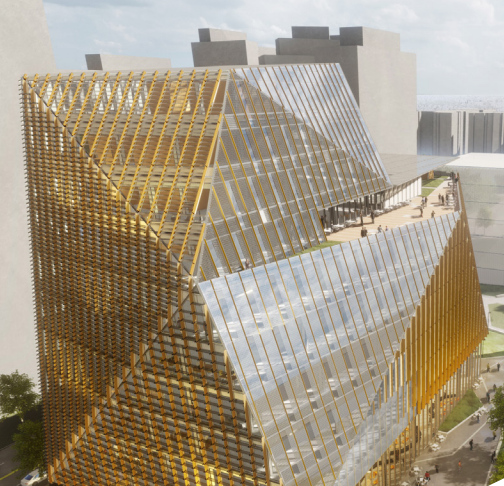
The current Strategic Plan for Economic Development of the Commonwealth of Virginia adopted is a five-year plan (updated every two years) for which implementation began in 2018, with an update in 2020 to reflect the economic impacts of the pandemic. Collaborating with hundreds of local, regional, and state partners in the related strategic planning process, VEDP adopted five transformational goals for Virginia and VEDP that represent the central focus of its work:

1. **Robust State Growth:** Position Virginia to achieve a growth rate in employment and median earned income among the top 5-10 states in the U.S.
2. **Every Region Wins:** Ensure that every region participates in the growth of the Commonwealth (i.e., all with positive growth in employment and median earned income)
3. **Best State for Business:** Restore Virginia to its previous position near the top of the national business climate rankings (i.e., average rank among the top 3-5 states)
4. **Top State EDO:** Establish and sustain VEDP as one of America's most effective state economic development organizations
5. **Super Collaborator:** Exhibit collaboration and coordination as hallmarks of VEDP (i.e., place a central focus on the "P" in VEDP)

Powered by the vision and initiatives of the Strategic Plan, the following are a few notable examples of VEDP's recent progress:

- Dramatic improvement in collaboration, coordination, and communication with partners, including likely the most transparent and comprehensive lead generation and project reporting of any state
- Launch of one of the country's best custom workforce programs, the Virginia Talent Accelerator Program (at VEDP) – now ranked second best in the U.S.
- Creation of the \$1.1 billion, performance-based Tech Talent Investment Program to double the number of bachelor's and master's degrees conferred each year in computer science and computer engineering, as well as establish the Virginia Tech Innovation Campus
- Creation of Team Virginia, a nonprofit executive-level marketing initiative funded by 23 leading organizations across Virginia
- Development of a comprehensive marketing and lead generation program (including a doubling of VEDP-generated leads over the last several years)
- Development of the most sophisticated site intelligence of any state in the U.S., enabling the strategic deployment of more than \$150 million in site development funding over the next two years
- Nationally praised Amazon HQ2 victory, with a novel bid focused on education and infrastructure
- Commitment of state/federal funding to achieve near-ubiquitous broadband access across the Commonwealth over the next several years
- Substantial improvement in job growth and growth outlook for Virginia, as well as most of its regions

Today VEDP is poised to build on this strong foundation and accelerate progress toward realizing the transformational goals of the Strategic Plan. With significant new funding for economic development in the state budget and state leaders embracing economic development as a top priority, VEDP has an opportunity to fully achieve all five transformational goals over the next several years.



Virginia Tech Innovation
Campus Rendering
Alexandria



Norfolk International
Terminals, Norfolk



Ceres Nanosciences,
Prince William County

Position Overview

VEDP is seeking to hire an Executive Vice President (EVP) who will play a central role in achieving VEDP's transformational economic development goals by strategically leading enhancements in the design and implementation of VEDP's business investment, research, incentives, and marketing functions.

The EVP also will play a vital leadership role in implementing a new VEDP organizational structure that will make VEDP a stronger organization that is better able to flex for opportunities and respond to increasing and ever-changing demands, as well as better position VEDP to advance its mission to expand and diversify Virginia's economy in collaboration with state, regional, and local partners.

With strong support from key state leaders and the VEDP Board, the EVP will have an opportunity to design and build a world-class economic development project delivery model for Virginia in collaboration with other VEDP leaders and local and regional partners. VEDP recently secured \$1.5 million per year in additional support to enhance these core functions in its operating budget.

The position reports to VEDP's President and CEO and requires strong leadership and management experience with a proven track record of collaborating with diverse partners and constituents to achieve mutually beneficial goals and objectives.

Core Responsibilities

The Executive Vice President has direct responsibility for four (4) core functional areas of VEDP.

- 1. Business Investment:** The Business Investment division collaborates with regional and local partners to identify and convert high-potential leads and prospects into project opportunities and decisions for Virginia, (i.e., lead development of project proposals and secure project wins in coordination with other divisions and partners), as well as support the retention and growth of existing Virginia employers (~34 staff positions).
- 2. Research:** The Research Division creates customized, relevant, and insightful analysis and data visualizations that promote a common understanding of Virginia's full value proposition, with a central focus on fast-turn, high-priority, tailored client service (e.g., RFP responses, site recommendations) (~22 staff positions).
- 3. Incentives:** The Incentives Division reviews, vets, tracks, and coordinates economic development incentives administered by VEDP and those offered by the Commonwealth or a locality in conjunction with VEDP. (~7 staff positions)
- 4. Marketing and Communications:** The Marketing and Communications division manages Virginia's business brand (and VEDP's) and builds awareness of the Commonwealth's advantages among C-level executives nationally and globally. (~12 staff positions)

Knowledge and Experience

- Minimum of 15 years total professional and 10 years progressive experience in successfully leading and growing economic development organizations, including substantial state-level economic development experience.
- Deep experience in the full life cycle of economic development lead generation and project management across a range of industry sectors and regional contexts with a consistent track record of delivering customized, comprehensive solutions that secure project wins.
- The leadership of team(s) devoted to strengthening targeted business recruitment, retention, and expansion at the state and regional levels.
- Substantial engagement in related research, incentives, marketing, and/or site development functions to advance economic development at the state and regional levels.
- Highly professional management approach to planning, organizing, coordinating, and directing economic development programs.
- Demonstrated ability to identify key decision factors and differentiators for economic recruitment, retention, and expansion, and to craft marketing messages and customized, comprehensive solutions accordingly.
- Effectiveness in implementing an organizational structure with clear roles and accountability and fostering a culture that generates productivity, innovation, and success.

Personal Attributes

- Strategic thinker
- Results-oriented implementer
- Excellent communicator
- Strong attention to detail
- Competitive and entrepreneurial
- Strong work ethic
- Highly responsive
- Leads by example
- Able to delegate (trust and verify) and prioritize the level of personal involvement
- Good instincts, flexible, and adaptive to change
- Promoter of talent development in direct reports and staff
- Strong relationship-building skills (natural, instinctive)
- Likable and comfortable in social settings
- Ability to adjust communication style to be effective with the audience/situation
- Understands and able to earn credibility in the dynamics of a multiple stakeholder position
- Apolitical yet politically savvy



Framatome, Lynchburg



Amazon HQ2 Rendering
Arlington County



Humpback Rocks,
Augusta County

Education

Graduation from an accredited university with a bachelor's degree in a related field (e.g., business, economics, marketing) is required. An MBA, MPA, or equivalent degree is preferred.

Compensation

Salary will be competitive and commensurate with experience and qualifications.

VEDP provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.

Selection Process

Candidates for this position will be screened and evaluated by Jorgenson Consulting (www.jci-inc.net), the search firm retained by VEDP. For consideration, please submit a letter of interest and résumé to Jorgenson Consulting, Inc. at VEDP-EVP@jci-inc.net.

References and Background Information

It is VEDP's policy to complete an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of background investigation, which may include verification of education, credit check, criminal, and driving records. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.