

BUSINESS INVESTMENT

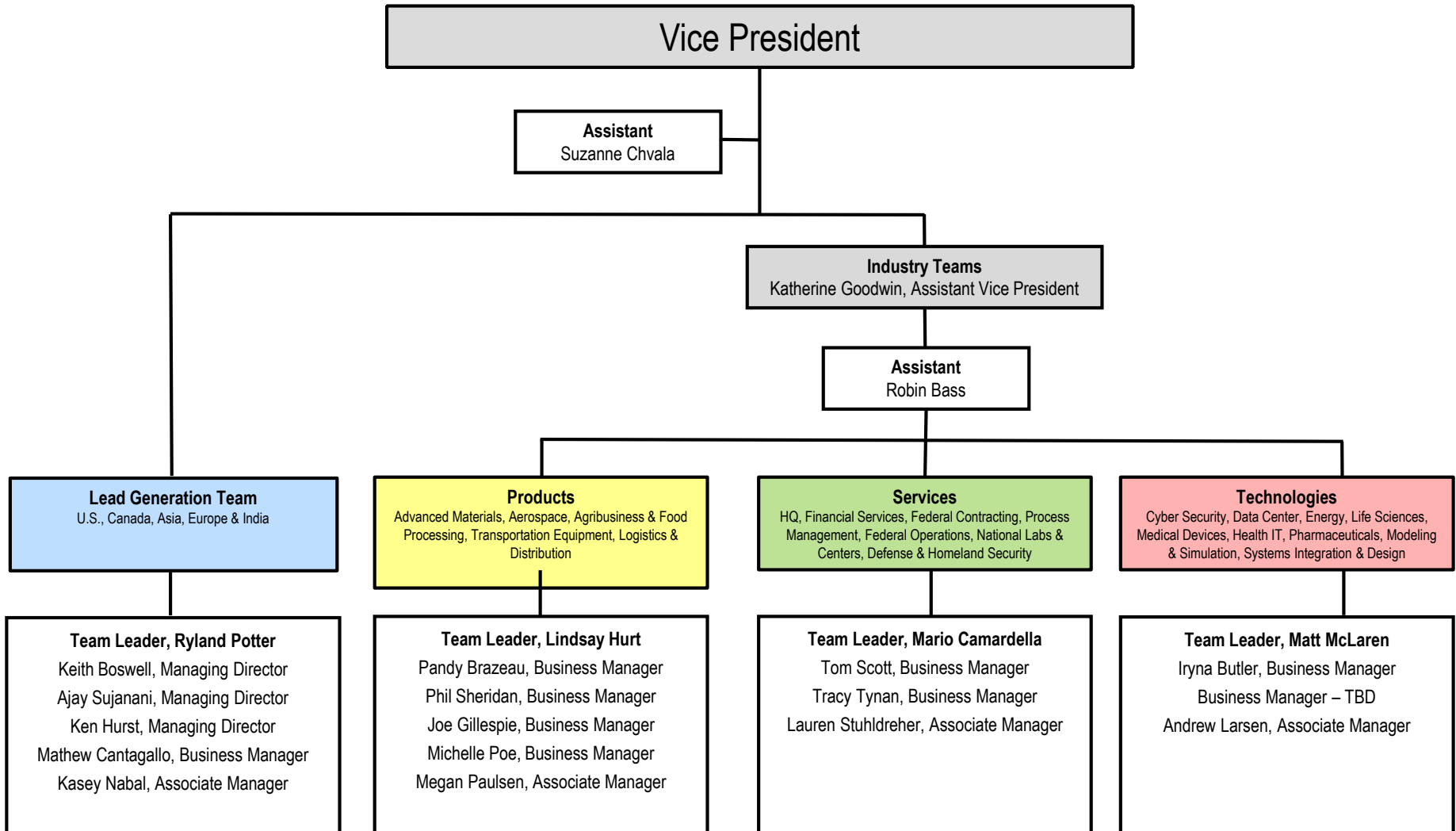
Vince Barnett
Interim Vice President

VIRGINIA ECONOMIC
DEVELOPMENT PARTNERSHIP

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BUSINESS INVESTMENT



- Single marketing team—business attraction & expansion
 - Comprehensive outreach strategy—FDI, domestic and existing VA
 - Enhanced collaboration & reduced silos
- Sector-focused vs. geography
 - Lead generation targeting VA industry clusters and growth industries
 - Alignment with partners and stakeholder strategies
- Team approach vs. individualized strategies
 - Strategy development & implementation
 - Lead generation
 - Project management

- Community Engagement & Knowledge



- Targeted Sector Strategy Development

- Technologies

- Cyber Security
- Data Center
- Energy
- Life Sciences & Medical Devices
- Health IT
- Pharmaceuticals

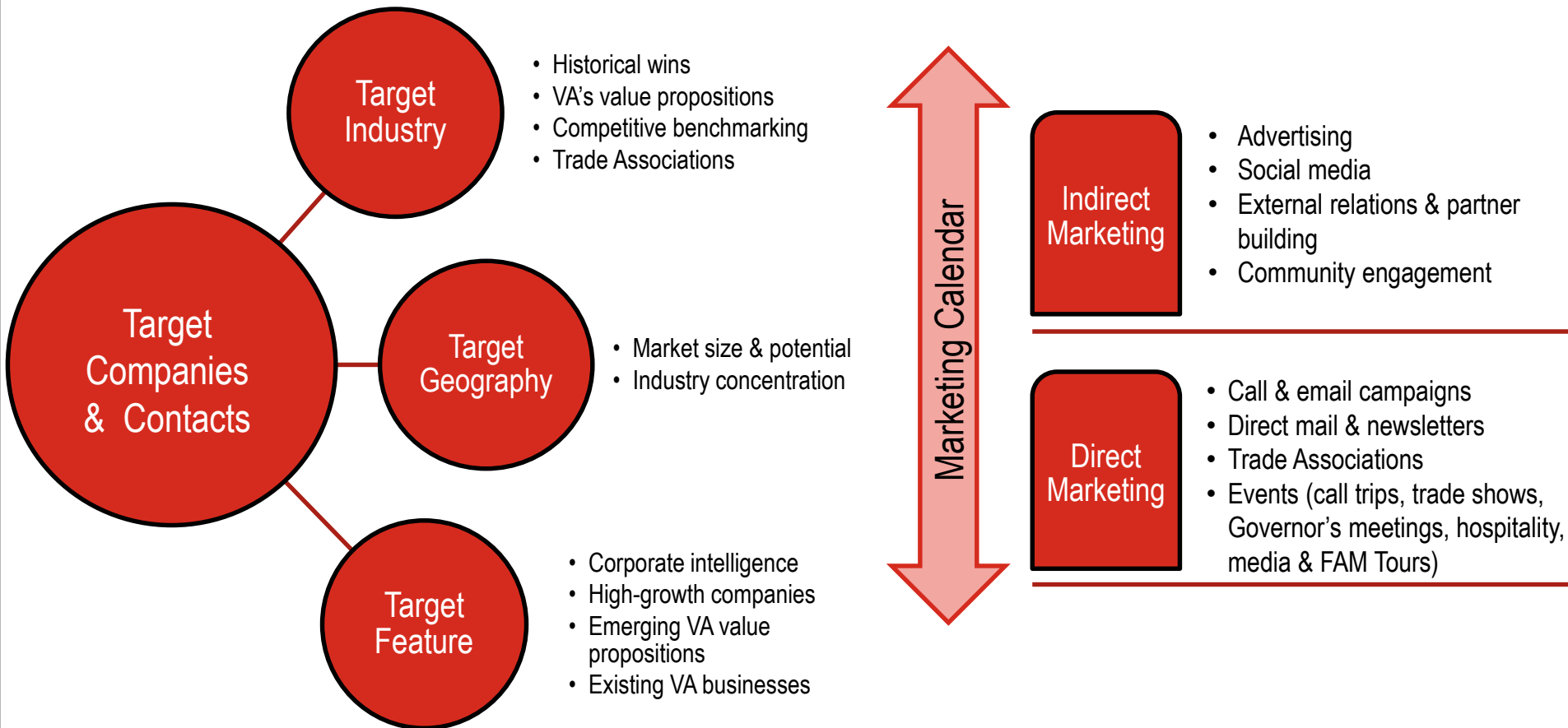
- Products

- Plastics & Advanced Materials
- Agribusiness & Food Processing
- Aerospace
- Transportation Equipment
- Logistics & Distribution

- Services

- Headquarters, Professional & Business Services
- Financial Services
- Federal Contracting & Operations
- Process Management
- National Labs & Centers
- Defense & Homeland Security

- Aggressive Strategy Execution



PRIORITIES

Project Management

- Standardized of protocols & training
- Enhanced communication & follow-up

Data Integrity

- Salesforce.com standardization
- Campaign management
- Capture all client interactions

QUESTIONS?

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