

Danielle Casey, CEcD, EDFP | danielle@daniellecasey.com



Ms. Casey brings extensive and diverse experience in leadership, public administration, marketing, business development and retention, and strategic planning as the President & CEO of Albuquerque Regional Economic Alliance, a nonprofit organization working to create a prosperous and diverse economy for the four-county Albuquerque metro region. Since her arrival in October 2020, she has made groundbreaking progress in completing a complete regional strategic plan, a full organizational rename and full bylaws and articles of incorporation rewrite, and is near completion of a capital campaign to ensure organizational success and plan execution. In addition, for the first time in the organization's 60 year history, public sector organizations have formally joined and become voting participants on AREA's Board of Directors, transforming a traditional business association to a mission-based public private partnership.

Previously, she served as the Executive Vice President for the Greater Sacramento Economic Council and oversaw the organization's business development, marketing and communications, investor engagement, research, and strategic initiatives critical to advancing economic growth in Greater Sacramento. She oversaw the comprehensive launch and execution of a best-in-class national site selection consultant strategy and established first-ever memorandums of understanding with seven local commercial real estate brokerage offices, receiving a Gold Award from the International Economic Development Council in 2020 for a joint publication she spearheaded with CBRE. She established critical internal efficiencies with revisions to all organizational practices from database management to budget development and oversight. Even in the wake of COVID-19, the organization succeeded in meeting all its annual metrics and job creation goals and launching a regional business retention and expansion outreach program.

From 2013 – 2018, Danielle served the well-known City of Scottsdale, Arizona as its Economic Development Director. Under her leadership, the department received six awards of excellence from the International Economic Development Council, status as an Accredited Economic Development Organization, the 2015 'Large Community Economic Development Organization of the Year' award from the Arizona Association for Economic Development, and unanimous Council approval of a Five-Year Economic Development Strategic Plan – the first for the community in more than 15 years. During her tenure, the department was directly involved in projects accounting for more than \$24 million in 5-year direct revenue impact to the city, \$7 billion in 5-year total economic impact, 4,428 or more new jobs in the first 12 months of business operation alone and \$160 million in new capital investment.

Ms. Casey served in various executive roles at the City of Maricopa, Ariz. since 2005, lastly as the Assistant City Manager. Departments under her oversight included economic development, community and development services, capital improvement, public works and City-wide marketing and communications activities. She managed several noteworthy tasks in the establishment of the City's economic development office, such as the creation of an Industrial Development Authority,

the City's first Redevelopment District and Area Plan, the establishment of a local economic development 501 (c) 3 (the Maricopa Economic Development Alliance), City-wide branding and Economic Development Strategic Plan. Prior to her time in Maricopa, she attained significant experience in the non-profit sector working in fundraising, marketing, and event and membership management at the Heard Museum of Native Cultures and Art in Phoenix, Arizona and at Save The Bay in Providence, Rhode Island.

Ms. Casey received her bachelor's degree from Arizona State University and Master of Administration from Northern Arizona University. She is both a Certified Economic Developer (CEcD) as well as a certified Economic Development Finance Professional (EDFP). She is a member of the International Economic Development Council and serves on its Board of Directors and as Chair of the External Member Relations Committee. She also serves as an instructor at the Oklahoma University Economic Development Institute. Danielle is a Past President of the Arizona Association for Economic Development, a statewide professional association with more than 480 public and private members.

In May 2010, Ms. Casey was the honored recipient of the 'Economic Developer of the Year – Small Community' award from the Arizona Association for Economic Development and in January 2017 she was recognized as a national top '40 under 40 Rising Star' in economic development by Development Counsellors International. She was named a Top 40 Economic Development by Consultants Connect in 2022. In addition, she is co-founder of the Arizona Chapter of Women Leading Government which in its eighth year draws hundreds of participants from around the state.

An Air Force brat, Ms. Casey has had the great privilege of living in Texas, Ohio, Alabama, Louisiana, Utah, Rhode Island, Arizona and California throughout her life and is thrilled to now call Albuquerque home, along with her trusty English bulldog Sophie.