HEIDI SMITH

GENERAL MANAGER, GLOBAL BUSINESS

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Opportunity Builder

"Economic Development for me is not just a profession but a passion. I actually get paid to do something that I really love doing. It is so rewarding to watch a community, region or state create jobs and opportunities for its citizens."

Heidi Smith is responsible for Tennessee Valley Authority (TVA) Economic Development's business attraction, community development efforts and marketing. She oversees the work of target industry market specialists, regional development specialists, community and retail development staff, and global marketing specialists.

Heidi's responsibilities include developing and implementing strategic recruitment, and community development preparedness plans to ensure that all TVA goals are met or exceeded throughout the seven-state Valley service region. Her role also includes hiring and training staff, departmental budgeting and resource allocation. Heidi works closely with our customers, and regional, state and community partners in the areas of business recruitment, project management, and community development.

Heidi is also a certified facilitator for Facilitative Selling and Proposing to Win training. She conducts facilitative selling classes for various organizations. Facilitative Selling is a systematic framework for developing strong customer relationships by putting the customer first. Proposing to Win provides local developers with an overview of the request for information (RFI) process, including guidance on preparing effective proposals, identifying a community's differentiators, determining features and benefits, and using proposal packaging best practices.

Before joining the Tennessee Valley Authority in 2002, Smith worked for Centex Inc. as vice president of business development and marketing. Her areas of concentration included qualifying and developing new business, maintaining relationships with the existing client base and overseeing marketing efforts for the company.

Smith earned a bachelor's degree in marketing and communications from the University of Arkansas.

Economic Development Team Achievements

Since 2006, Site Selection Named TVA One of Top Utilities in ED

Nashville Business Journal Named TVA ED One of Nashville's Best Places to Work three years in a row

Personal Achievements

Certified Facilitator for Facilitative Selling and Proposing to Win

Board of Directors for Tennessee Economic Partnership; Junior Achievement of Middle Tennessee

Five Fast Facts

1. **Avid Keith Urban fan**
2. **Dedicated to all Colorado sports teams - the Broncos, Avalanche, Nuggets and Rockies**
3. **Favorite place on earth is Glenwood Springs, Colorado**
4. **Can call the hogs**
5. **When I was little, I wanted to be a majorette**

THE VALLEY WORKS TVA