JOHN BRADLEY

SENIOR VICE PRESIDENT, ECONOMIC DEVELOPMENT

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TVA Economic Development
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TVAsites.com

Honored to Serve the Cause

"At the end of the day, economic development is really about supporting a cause. Improving the quality of life for the people in the Valley and giving people an opportunity for success really speaks to TVA's mission. So it is truly an honor to be involved in a cause that matters. It doesn't get any better than that."

John Bradley is a veteran economic development professional with over 30 years' experience. He came to TVA in 2002 from the Memphis Regional Chamber of Commerce, where he was senior vice president of economic development. During his tenure at TVA, Bradley has implemented a broad range of new initiatives, including a targeted industrial recruitment program and increased support for community development and existing companies. These initiatives include:

- The Megasites Certification Program, an innovative approach to attracting large automotive manufacturers and related industries by offering an inventory of certified sites. These Megasites have been sold to major companies, including Toyota, Volkswagen, Severstal and PACCAR. The International Economic Development Council presented TVA with the Gold Excellence Award in Economic Development for the Megasites Program.
- The Valley Investment Initiative, which provides incentives for qualifying existing and new companies in the TVA region based on factors such as their long-term power commitments, capital investments, jobs, energy efficiency and power use.
- The Data Center Sites Identification Initiative, in which Deloitte Consulting is helping communities learn about key elements companies look for when selecting a data center site and identifying sites in the region that best meet those criteria.
- TVA's Rural Development Strategy, which supports economically distressed communities by helping them prepare for industrial prospect visits, evaluate their technology capabilities, create marketing plans and enhance their portfolios of industrial buildings and sites.
- TVA's Product Development Initiative, in which TVA partners with investment-minded communities to identify, prepare and enhance the marketable position of industrial sites and buildings.

Bradley majored in marketing at the University of Tennessee and graduated from the Economic Development Institute of the University of Oklahoma. He and his wife have three children, and live in Nashville, Tenn.

Economic Development Team Achievements

Since 2006, Site Selection has 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

Bradley is a member of Tennessee's Rural Development Task Force

Twice named Top 10 Who Made a Difference in Economic Development by Southern Business & Development magazine

He is past chairman of Tennessee Economic Partnership and past president of Tennessee Economic Development Council

Five Fast Facts

1. **Enjoys fishing, boating and being on the water**
2. **Loves the beach**
3. **Born on New Year's Day**
4. **Appreciates a good sense of humor**
5. **Works with the best economic development team in the country**

THE VALLEY WORKS TVA