LEE JOHNSON

TARGET MARKET SPECIALIST

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Making a Tangible Difference

"Economic development is more than just an occupation to me – it's making a difference. It is invaluable to me to have a profession that lets me see the tangible impact I have on communities and individuals through the work that I do."

Lee Johnson currently serves as target market specialist for the Tennessee Valley Authority in Nashville, Tennessee. Johnson focuses on business recruitment and development in general manufacturing and food processing in TVA's multistate territory. He will also focus on TVA's turnkey spec building program.

Before joining TVA, Johnson served as a project manager specializing in business development for the Baldwin County Economic Development Alliance in South Alabama. Johnson focused primarily on business recruitment and existing business support activities while at the Alliance. He also served as an economic development intern at Electric Power Associations of Mississippi, as well as a graduate assistant in the Department of Economic and Workforce Development at the University of Southern Mississippi.

Johnson received a bachelor's degree in marketing at the University of Southern Mississippi in 2011. He earned a master's of science in economic development from the University of Southern Mississippi in 2012. Johnson is a native of Jackson, Mississippi, and currently resides in Nashville, Tennessee.

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

Master's of Science in Economic Development, University of Southern Mississippi

Graduate of Auburn Economic and Community Development Institute

Five Fast Facts

1. **Favorite movie is Tombstone**
2. **Big fan of the Pittsburgh Steelers**
3. **One of first jobs was a wellness trainer at the YMCA**
4. **Thoroughly enjoys outdoors, sports and travel**
5. **Finds a way to run into famous people at hotels, airports, restaurants, etc.**

THE VALLEY WORKS TVA