



## SPEAKER BIOGRAPHIES



Matt McCue is the Editor-in-Chief at Adobe 99U. Prior to Adobe, he was a freelance writer, contributing to Fortune, Fast Company, ESPN The Magazine, The Wall Street Journal, GQ, Bon Appetit, Delta Sky, Details, Entrepreneur Magazine, and New York Magazine.

Matt is the author of *An Honorable Run*, a coming of age story. In addition to writing news features and articles, he is a coach and a teacher, specializing in the subject of storytelling. He speaks frequently to audiences about adopting elements of storytelling into their sales pitches and everyday business activities.

He has a B.A. in English from the University of Colorado at Boulder



K.P. Reddy is a serial entrepreneur with over 25 years of experience in disruptive innovation.

The culmination of 20 plus years of experience of consulting with startups, enterprises, and Fortune 500 companies, K.P.'s status as a thought leader in the BuiltTech space and his book, BIM for building Owners and Developers, to provide clients with the multi-stage support, trusted insight, and guidance needed to grow their business. With a focus on innovation in the built environment, K.P.'s clients include Applied Software, Mohawk, Autodesk, and Pointivo.

Built environment technology, also Known as BuiltTech, is the innovation through technology that provides the framework for the physical world around us. BuiltTech is what shapes the future of planning, design, construction, and management of buildings, infrastructure, and cities.



Jeff Lynn is the Vice Chancellor of Workforce and Economic Development, Alabama Community College System. Jeff joined ACCS on October 1, 2016. Previous to joining ACCS he developed and started LED FastStart, nationally recognized as the No. 1 workforce development program in the U.S. for the past seven consecutive years. LED FastStart provides customized workforce solutions to new and expanding companies in Louisiana.

Jeff is a Certified Economic Developer Trainer with more than 30 years of experience in manufacturing, corporate headquarters, IT technology centers, customer support centers and other business operations. He specializes in large-scale manufacturing startups with significant emphasis on transfer of technology for operations.

His areas of expertise include work with hundreds of companies in innovative customized recruitment processes; technical assessments; design, development and delivery of customized recruitment and training programs; leadership development; human resources; operations; and curriculum programs for pre-secondary, secondary and post-secondary students. Jeff also started several manufacturing certification programs that were offered in the Community and Technical College system and high schools across Louisiana.

#### Experience

Jeff moved to Louisiana in November 2008 from Georgia, where he held a similar role in state workforce development leadership. While working in the Georgia workforce program, he built a program that maintained a No. 1 or No. 2 national ranking for the decade he served in that capacity in Georgia. Prior to joining Georgia's program, he served in several leadership roles for Ciba Vision, a Novartis company in Duluth, Georgia.

Jeff's extensive experience in customizing workforce development projects includes the following clients: Kia Motors, GM, Ford, Honda, Siemens, Toyo Tires North America, Sasol, Benteler Steel/Tube, Northrop Grumman, Lockheed Martin, CenturyLink and many others.

Jeff was a member of the Louisiana Industrial Development Executives Association (LIDEA) and IEDC, the International Economic Development Council. He served on the National Manufacturing Skills Standards Committee in Washington, D.C.; he chaired numerous projects with the Southern Regional Education Board; and he served on numerous advisory committees within higher education across Louisiana.

#### Education

B.S., Organizational Management, Auburn University



Gray Swoope. A recognized leader in economic development, Gray has served both the public and private sectors for more than three decades most recently as Florida's Secretary of Commerce. He has held leadership roles for a variety of organizations, as well as managed successful economic development entities. His management style is described as *focused* and *steadfast* when it comes to solving problems and winning competitive projects. Swoope is also known for building highly effective teams noted for their ability to devise and implement strategic plans, and to *get results*. His expertise is international in scope, with a proven track record of successfully conducting business abroad.

Swoope served in Governor Rick Scott's administration (2011-2015) as Florida's Secretary of Commerce and President & CEO of its principal economic development organization, Enterprise Florida, Inc. Under his leadership, Enterprise Florida completed a record fiscal year in 2013-14, and increased competitive projects by 40%, resulting in 73% more new jobs and 95% more capital investment in the state than in 2011.

During Swoope's tenure, Florida announced competitive project wins involving dozens of leading companies including Amazon, Bristol-Myers Squibb, Deutsche Bank, Embraer, GE, Hertz, Navy Federal Credit Union, Northrop Grumman, USAA, United Technology Corporation and Verizon. Since 2011 and in only 3 years, more than 728,000 private-sector jobs were added in Florida, surpassing Governor Scott's goal of creating 700,000 private-sector jobs over 7 years.

Since 2011 and in less than 4 years, more than 728,000 private-sector jobs were added in Florida, surpassing Governor Scott's goal of creating 700,000 private-sector jobs over 7 years.

In addition to jobs created through competitive projects, Swoope oversaw the organization's facilitated growth activities. These initiatives included international trade and the Florida Sports Foundation, which together bring thousands of jobs to the state. As Secretary of Commerce, he served in a direct support role to Governor Scott and the legislature in shaping economic development policy and in advising on those factors that impact market-driven growth in Florida.

Prior to his tenure in Florida, Swoope served as the Executive Director of the Mississippi Development Authority under then Governor and current VisionFirst Advisors chairman, Haley Barbour.

During his tenure at the Mississippi Development Authority, Swoope persuaded companies such as Toyota, PACCAR, GE Aviation and Severstal to build facilities in the state, resulting in a refocus of the state's efforts to aggressively support industry retention and expansion. He also launched the Priority One Program targeting existing businesses, resulting in a measurable increase in jobs saved and/or created.

In addition, Swoope worked with the legislature and the state's private sector partner, Momentum Mississippi, to retool economic development incentives, thus laying the groundwork for significant new investment and expansion opportunities. Throughout his service at the MDA, Swoope created a team that is recognized by site selection consultants and businesses alike as one of the most *responsive state economic development teams in the nation*.

Swoope earned both undergraduate and graduate degrees from Mississippi State University.



Guillermo Mazier is Vice President of Conway's Global Innovation, where he leads Conway's newly formed Digital Solutions division. Previously to Conway, he was the CEO of Atlas Advertising, a full-service digital advertising agency serving the economic development industry.

Guillermo has a long history in the investment promotion industry. His team at Conway develops strategies and integrates resources to assist clients in leveraging technology to attract investment to their communities.

A sought-after industry speaker and contributor on Forbes magazine, Guillermo has served as a consultant and professor with the U.S. Travel Association, the University of Waterloo, the U.S. Department of Commerce, Inter-American Development Bank, and the International Economic Development Council, teaching over 12,700 economic development and tourism professionals, civic leaders, and community boards. Co-author of the first and only research papers on economic development performance, digital metrics and how technology-enabled services can save economic development, Guillermo and his colleagues' data and observations have been shared with thousands of economics developers around the globe. His successes include Downtown Miami; Tortuguero Costa Rica, The State of Colorado; Charleston, South Carolina; New Orleans, Louisiana; Nogales, Mexico; and numerous international, city, state, and federal agencies to name a few.

When Guillermo is not working, he's traveling or exploring new places with his adventurous three (3) kids under 5 and wife that keep him very busy.

Guillermo earned his MBA in International Business from Regis University and is based in Conway's Denver office.



Annika Jostmeier joined Conway, Inc. in 2014 after working for two years for the Volkswagen Group (VW) in India. At VW she was responsible for the coordination, analysis and identification of strategic market opportunities in India, and also contributed to the successful integration of VW India as a foreign subsidiary within the VW Group.

Her previous roles include positions with corporate and research institutions in Africa, Middle East and China. Annika's involvement in corporate decision-making processes and transnational project management has been a valuable asset that strengthens Conway's ability to deliver results across various industries and geographies. At Conway, Annika assists different government agencies in identifying and attracting investment opportunities and has worked on various projects to develop FDI strategies and applicable analysis for site selection advisory projects. She has profound knowledge of methods, tools and relevant data sources to continuously produce innovative approaches to attract FDI projects from selected industry sectors and geographic source markets.

Annika graduated in Business Administration, specializing in International and Strategic Management at the Berlin School of Economics and Law, Germany and the Universidad Mayor de Santiago de Chile. In addition to German, she speaks fluent English and basic Spanish.



Shirar has been in foreign direct investment (FDI) for nearly 28 years, working on both sides of the desk, for government agencies and as a consultant. Her expertise is in government-to-business, economic development, specializing in cross-border business supporting marketing and communication initiatives.

For governments, she has worked as the U.S. Marketing Director for UK Trade & Investment, which is now known as DIT, the UK Department of International Trade. She has also worked as the Public Relations Manager for the Netherlands Foreign Investment Agency.

On the consulting side, Shirar has worked for public relations - marketing firms, Ruder Finn, Spring-O'Brien, Abramson Associates, and now with Conway Inc. All these organizations specialize in FDI and economic development, working with cities, regions, states, and countries to attract corporate operations to their jurisdictions for job creation, a robust tax base, and economic prosperity for their communities.

Shirar has worked with economic promotion organizations such as the Board of Investment of Thailand, the Oklahoma Department of Commerce, the City of Birmingham, UK, Louisiana Economic Development, Invest in Germany, Virginia Economic Development Partnership, the German State of Bavaria, Rhode Island Commerce Corporation, the City of Tampa, Invest in Canada, and many other global investment promotion agencies.

Her background is international. She was born in Cape Town, South Africa and has lived in New Delhi, India, Bangkok, Thailand, Estoril, Portugal, London, United Kingdom, and Amsterdam, the Netherlands. Shirar calls Florida home and now resides in the U.S., in New York.



For more than 27 years, Lorie has developed strategies, prospect events and marketing initiatives that have resulted in the creation of thousands of jobs and millions of dollars in capital investment. Having worked with more than 20 different industries, domestic and abroad, her knowledge and perspective of economic trends and opportunities is extensive.

Comfortable in both cowboy boots and a hardhat or a suit and stilettos, she has worked with the smallest of cities to the largest of states! While Lorie is a certified economic developer, she considers her quarter century of "in the trenches" experience her most potent tangible asset.

Professional Trailblazer Lorie has taken three EDO's to the "next level". One at the local level, one at a 69-county regional level and one at the state level.

Professional Consensus Builder Lorie has worked with 250+ cities, counties, chambers, associations, utilities, cooperatives and state agencies.



Andrew is Director, Corporate Investment & Analytics at Conway and is based in Boston. He understands the challenges facing international companies and trade & economic development agencies from his 25 years of work with these organizations.

Prior to joining Conway, Andrew served as Director, Americas for Oxford Intelligence and was Managing Director of Atlantic Resource Group. Andrew was also the vice president for marketing with the Welsh Development Agency, where he oversaw North American marketing programs that integrated advertising, public relations, networking activities, special events, lead generation and business development.

Beyond development agencies, Andrew has extensive experience with international corporations and their business development strategies. He has worked with large multinationals such as: ABN-AMRO Bank, American Express, Deloitte & Touche, Financial Times Information, Novartis, and Price Waterhouse. Andrew has also worked with many North American, European and Indian technology SME's.

Andrew's areas of expertise include investment promotion, site selection, business development and strategy, strategic partnering and market intelligence. His project work has covered a range of industry segments and disciplines, from financial services strategy to healthcare business development, and from university technology licensing to a wireless management buyout.

Project areas include: audit and assessment, strategy development, research/market studies, channel development and qualification, contact management, marketing programs (events, public relations, media and localized materials), and project consulting (site selection, expansion, acquisition, private equity placement, joint ventures and technology transfer).



Laura Martin is an events and marketing professional with a decade's worth of experience delivering successful campaigns and projects in both the private and public sector globally. While working with Conway Laura has worked as both Events Director, overseeing their full portfolio of events, and as Market Development Manager, working with investment promotion agencies internationally to deliver the skills and training their teams need to compete for FDI projects.

Highlights of her career include, working with the Lord Mayor of Belfast to bring the MTV Europe Music Awards and other international events to the City, working with the New Zealand government on site selection projects for emergency housing in the wake of earthquakes and delivering effective events across four continents with Conway.

Laura graduated from the University of Newcastle upon Tyne with a Bachelor of Laws 2.1 (Hons) studying EU and International Trade laws as part of her degree course.

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