



AREA

AREA Staff - Executive

Danielle Casey

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President & CEO, CEcD, EDFP



Ms. Casey brings extensive and diverse experience in leadership, public administration, marketing, business development and retention, and strategic planning as the leader of AREA, 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.



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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 Vice Chair of the External Member Relations Committee. She also serves as an instructor at the Oklahoma University Economic Development Institute. Danielle is also 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.

Chad Matheson

505-705-3784 | cmatheson@abq.org

Vice President of Economic Competitiveness



Chad Matheson serves the Albuquerque Regional Economic Alliance (AREA) as the Vice President for Economic Competitiveness. In this role, he ensures that AREA is successful in the execution of its strategic plan by leading critical initiatives to grow the region's competitive position.

As a champion of new approaches to economic and community development, Chad's work complements the full scope of economic strategy. He is an established thought leader in economic development and brings a depth of knowledge within regional economic trends and opportunity identification. He is an experienced researcher and has successfully worked with economic development organizations in building towards achieving more dynamic and prosperous regional economies.

Most recently, he led business intelligence for the Greater Memphis Chamber of Commerce. Here, he successfully launched the Center for Economic Competitiveness. In this capacity, he worked with senior staff and business executives to co-create long-term job creation and talent development strategies. In addition, Chad was the primary architect behind the People Powered Prosperity regional benchmark, a unique look at the performance of the regional economy of Greater Memphis across economic foundations, economic enablers, and economic outcomes. This benchmark, was an outcome of the 2021 Brookings Institution's "Inclusive Economic Indicators Lab."

Prior to joining the Greater Memphis Chamber, he directed business intelligence efforts for Hampton Roads Economic Development Alliance in Norfolk, Virginia. Here, he served as a key member of the strategy team and was responsible for the creation and implementation of regional growth strategies.

Chad's deep experience with innovative research and commitment to partner engagement makes certain that AREA is on the cutting edge of competitive market and industry analyses. He provides thoughtful and engaging leadership in a manner that seeks to connect department functions, improves organizational performance, and works to build a bright economic outlook of growth and opportunity.

Chad holds a bachelor's degree in Economics from Old Dominion University in Norfolk, Virginia and joined the Greater Albuquerque community in February 2021. He is a proud father of two and is joined in Albuquerque by his wife, Meghan, and two daughters Phoebe and Cheyenne.



AREA

AREA Staff – Business Development

Grant Taylor

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Director of Business Development and Analytics



As he completed his graduate studies at New Mexico State University, Grant Taylor resolved to spend his career in New Mexico, focused on playing a role in improving the state, even if one community at a time. During that time, he has focused efforts to improve the state through public policy, economic development and “chamber work” in Santa Fe, Hobbs and Albuquerque. Grant’s work has been recognized and adopted by his peers both nationally and internationally, and he brings to Albuquerque Economic Development a passion for advancing the four-county Albuquerque metro and the profession of economic development.

During his career, Grant has received several noteworthy professional honors, including: the 2016 Ethical Young Leadership Award, as part of the New Mexico Ethics in Business Awards; 2014 Top CEOs honoree and 2013 40 Under Forty honoree by statewide business-news outlet Albuquerque Business First; 2015 Bigger & Better Business honoree by Pi Nu Sigma, a graduate chapter of Phi Beta Sigma Fraternity in Las Cruces, N.M.; and 2011 Outstanding Young Man, as part of the Hobbs Jaycees’ annual Community Awards.

Grant is an active member of the Nu Nu Sigma graduate chapter of Phi Beta Sigma, a fraternity whose members subscribe to the motto “Culture for Service, and Service for Humanity.” Grant and his wife, Megan, delight in raising their two children in Albuquerque.

Beth Waldrip

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Business Retention and Expansion Manager

Beth Waldrip is the Business Retention and Expansion Manager for Albuquerque Economic Development. She manages and implements programs that support the retention and expansion of local firms within the Albuquerque region, with a focus on those in target growth or at-risk industries. Beth has been with AED since 2017, joining the organization as Director of Investor Relations.

Beth has a background in non-profit fundraising with the March of Dimes and the Carrie Tingley Hospital Foundation. Prior to that, she worked in marketing and sales for CVI Laser Corporation and Radiology Associates of Albuquerque. Beth is a native New Mexican, born and raised in Roswell. She holds a B.A. in Economics and Philosophy from the University of New Mexico. When not at work, she enjoys cooking, cycling, and walking her two Lhasa cresti-poos, Byrne and Bowie.



Daniel Schmuck

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Research Specialist



Daniel holds a BA in Political Science and European Studies from the University of Siegen in Germany and an MA in Political Science from the University of Bonn. During his bachelor, he has also studied International Relations as an Erasmus scholar at Collegium Civitas in Warsaw, Poland.

Prior to joining AED, he worked in different positions in Public Affairs and Public Policy in Germany and Poland. He has also worked on electoral campaigns in Germany and New Mexico. Daniel moved to New Mexico after meeting his wife a native New Mexican and fellow Fulbright Scholar while studying at the University of New Mexico.



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Mary Tieman

505-705-3781 | mtieman@abq.org

Director of Operations



Mary Tieman moved to Albuquerque from Sierra Vista, Arizona in the fall of 2018 after living in southern Arizona for 14 years. Mary has a true passion for economic development, mentoring entrepreneurs, technology, education and supporting local business.

In August of 2019 she accepted a role with the New Mexico Technology Council as the Community Relations and Membership Development Director where she worked with technology industry leaders to create partnerships and professional development opportunities.

While living in Arizona, she served as the Executive Director of the Sierra Vista Chamber of Commerce representing 540 businesses across the southern Arizona region. An active community leader, Mary served on the Arizona Workforce Development Board of Directors, Arizona Association of Economic Development, Western Regional Chamber Executives, and was appointed Commissioner for the City of Sierra Vista Tourism Commission from 2012 to 2018. She was extremely honored to manage the Sierra Vista Leadership Program for four years. Prior to leading the Chamber, Mary was a part of the executive team for the Cochise Private Industry Council, which oversees the Arizona Workforce Development programs and the Center for Academic Success school.

Mary is continually focusing on ways to give back to the community. After relocating to Albuquerque, one of the first things she did was attend a Rotary meeting. Mary has been a proud member of the Del Norte Rotary since November 2018 and is currently President Elect. She was extremely honored to be selected as Rotarian of the year in 2019. Mary has also served as President of the American Business Women's Association (ABWA) in Albuquerque. Her diverse career, education, and experience has provided her the opportunity and privilege to hold some exciting roles, and this is a brief overview of the organizations she has supported.

Mary and her husband Allen have two beautiful daughters. In her spare time, Mary enjoys traveling, sightseeing, history, cooking, music, and sharing great food and wine with friends.



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Brad Thompson

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Events & Operations Coordinator



Brad is new to non-profit organizations but not Albuquerque. He was born and raised in the city and is proud to call Albuquerque his home. He holds a BBA in Marketing and a dual concentration MBA in Management of Technology and Organizational Behavior/Human Resources. Both from the University of New Mexico right outside of high school.

Much of his professional background is in B2B sales in the technology industry, working for both large corporations and startup companies. During part of his sales journey, he found himself working in Chicago for a few years and Utah for a short time. His sales roles taught him the art of managing relationships and effective customer services, as well as the process of generating revenue. Brad also dabbled in entrepreneurship, starting a stuffed sopapilla food truck company with his two brothers in Milwaukee.

The idea stemming from a family history of tasty recipes with a goal of spreading New Mexican cuisine and awareness across the country. Unfortunately, the pandemic and other variables cut the dream short. Which led him back home to The Land of Enchantment. Turning him into a welcoming victim of the New Mexican boomerang effect.

Brad's role at AREA is to organize and manage various major events as well as optimize internal business operations. He plans to use his accumulated skills to improve AREA and the community it serves. When he moved away from Albuquerque, he realized the respect and pride he has for this beautiful city. His hope is that he can spread that spirit to everyone he can.