

Danielle Casey CEcD, EDFP

President and CEO

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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.

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, heeler dog Persie, and husband Steve.

Mary Tieman

Chief Operations Officer

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Mary joined AREA in the summer of 2022 as the 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.

Johannah Saavedra

Executive Assistant

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Johannah has an exceptional background in business administration while working with non-profit organizations. She enjoys being a part of the mission to serve New Mexico communities.

She was born and raised in the city of Albuquerque. Johannah graduated in May of 2022 from Lewis University with a Bachelor's degree in Business Administration with a dual focus on Ethics and Human Resources. The resilience she faced during an unprecedented time helped her thrive on with focusing on her personal goals, to graduate and earn a position in the career field of choice to support logistics. She continues to strive in efforts to expand her skill set and knowledge.

Johannah serves as AREA's Executive Assistant and provides administrative support to the President & CEO and works closely with senior level personnel. Schedule coordinating and project management assistance for high profile executives and special events is her specialty. Wearing many hats well and successfully staying organized. Being highly conscioues elevates her service focus with effectively supporting the team and AREA's mission.

Her role requires the ability to juggle multiple requests and projects at a time, while having a strong judgment focus on relevancy and determining the level of importance of requests. Maintaining organization in a high stake's environment is Johannah's superpower.

In her spare time Johannah enjoys exploring local restaurants, hiking trails, live music, long drives and spending time with friends and family.

Catherine Vanderpool

Events Coordinator

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Catherine Vanderpool is the Events Coordinator for AREA, responsible for supporting all tasks related to the execution of successful events and programs for AREA from quarterly events to annual dinners and hosting impactful site selector and client visits to the region.

Prior to joining AREA, she served as Program Manager for the University of Oklahoma's Economic Development Institute, the premier training program for economic developers within the industry where she was responsible for all logistics for the Economic Development Institute's in-person sessions, as well as advising students and recruiting new business. She also oversaw a Planning Program and Local Technical Assistance Grant from the Economic Development Administration for communities effected by natural disasters to improve their economic resiliency in 2017.

An event planner to the core, she began her career in reserving space at community centers for local musicians while she was still in high school and transitioned to managing the El Rey Theater, a 700-person capacity multi-purpose venue in downtown Albuquerque. From there, she started working in events with the University of Oklahoma in 2011, planning meetings and trainings for various state and federal government agencies through the University's Center of Public Management. During her career in event planning, she has overseen conferences for over 1,000 participants, month-long strategic planning sessions, several weddings and Ska Prom, an all-ages music festival that showcased independent musicians and bands from throughout the Southwest. Catherine has also worked for the New Mexico Legislature and served as a Staff Assistant for US Senator Pete V. Domenici in his Albuquerque field office.

Catherine is a proud graduate of the Film and Media Arts program at the University of New Mexico. In her spare time, she loves to bake biscuits, quilt and chase Guadalupe, her boxer/pit bull. She is an avid sports fan and supports the UNM Lobos, the OU Sooners, the Oklahoma City Thunder and Montreal Canadiens. Her biggest accomplishment is backpacking to the bottom of the Grand Canyon, twice.

Chad Matheson

Senior Vice President

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Chad Matheson serves the Albuquerque Regional Economic Alliance (AREA) as the Senior 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.

Tim Morgan

Director of Business Development

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Tim Morgan is an economic development leader with extensive experience on the state, county, and city levels developing strategic plans, business recruitment, and destination development. As the Director of Business Development for AREA, he will be responsible for identifying business opportunities and prospects by evaluating market and industry trends and working independently to develop a strong pipeline of industry targets for recruitment or expansion into the Albuquerque region.

Tim recently served as an Adjunct Instructor in Highline College's Hospitality and Tourism Management program in Seattle.

In addition, he served as Vice President of Economic Development for the New Mexico Partnership handling business recruitment efforts for the State of New Mexico. In other economic development roles, he served as the Economic Development Manager for the City of Maple Valley, Washington in the Puget Sound region where he conducted business recruitment, retention, and expansion efforts. Tim began his career in the sports industry and has worked throughout all levels of the industry including professional, college, amateur, grassroots, corporate, and sports tourism.

Tim's tourism experience includes serving in destination development, sales, and marketing roles throughout the U.S. including State Tourism Director for the Delaware Economic Development Office; Tourism Development Manager for Clackamas County, Oregon; Vice President of Partnerships and Special Events for the Tacoma Sports Commission; and as Chief of Tourism for Charles County, Maryland.

Tim holds a B.S. in Commercial Sports from Colorado State University (Ft. Collins, Colorado) and a Master's degree in Sports Administration & Facility Management from Ohio University (Athens, Ohio). Tim is currently pursuing CEcD certification (Certified Economic Developer) through the International Economic Development Council (IEDC). Tim enjoys outdoor recreation activities, traveling, teaching, cultural events, and attending author lectures.

Daniel Schmuck

Business Development Manager

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Daniel works as a Business Development Manager at the Albuquerque Regional Economic Alliance (AREA). He has been working at AREA since February 2021. 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. Daniel holds a BA in Political Science and European Studies from the University of Siegen in Germany and an MA in Political Science and Economics from the University of Bonn.

In this capacity, Daniel serves as a thought leader to guide organizational research priorities and efforts, ensuring connectivity among all areas of the organization. Through proactive data management and analysis, Daniel champions the creation of regional value propositions to support new business investment into the region as well as retaining and supporting existing businesses.

With an eye towards comparative market analysis, Daniel's approach to regional economic analysis promotes regional assets and positions greater Albuquerque as a location of choice across a variety of industry segments. Daniel has stewarded projects on a wide variety of subjects ranging from managing the organization's jobs board, regional sites database, and project management process to critical deliverables including the organization's regional economic benchmark and brand identity and market familiarization analyses.

Between October 2015 and November 2019, Daniel worked for Gauly Advisors, one of the leading public affairs and strategic communication firms in Germany. This work included daily media monitoring and analyses on various economic and socio-political topics for a diverse set of clients, ranging from Fortune 500 and DAX 30 companies to NGOs and cultural institutions.

During the 2018 elections and after finishing his studies at the University of New Mexico, Daniel went back into political campaigning with Voter Research, working on several competitive campaigns throughout New Mexico, including Stephanie Garcia Richard for Land Commissioner (one of the most competitive political races at the time), Day Hochman-Vigil for State House 15, and Judge Michael E. Vigil for NM Supreme Court—all races that ended successfully for the candidates. There he helped establish a voter database system for those campaigns and spearheaded digital data management using the chosen database, and NGP VAN to lead the race with valuable data insights.

Engaged in his new hometown, Daniel is a graduate of Leadership New Mexico's Connect Class of 2023. An avid lover of the great American outdoors, Daniel can often be found roaming New Mexico's wilderness when not geeking out over new economic, political, or historic insights.

Antonio Granillo

Business Development & Research Coordinator

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Antonio Granillo serves as the Business Development & Research Coordinator at AREA. In this role, he supports the business development team in executing AREA's strategic plan. He believes strongly in the organization's intersectional approach to economic development by establishing greater Albuquerque's identity as a leading location for business, developing and retaining an attractive workforce, and addressing institutional barriers to the region's competitiveness with other markets.

Prior to joining AREA, Antonio most recently worked with the City of Albuquerque's Department of Senior Affairs to identify opportunities for reform that prioritized data integrity and new data collection methods as a database coordinator.

Antonio also worked in community development with a grassroots non-profit organization in Albuquerque dedicated to building strong, healthy communities across New Mexico. He has also worked alongside national philanthropic organizations that prioritize asset-building as an approach to sustainable community development.

Antonio has lived in Albuquerque his entire life and is excited to work alongside a growing team who seek to share and promote the region's potential. He regularly engages in his local community through theater and continues his studies in Economics at the University of New Mexico. He enjoys long mornings with a cup of coffee taking in his vista of the Sandia Mountains along with his partner, dog, and cat.