

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.

Mary Tieman

Director of Operations

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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.

Randi Jones

Administrative & Investor Relations Associate

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Randi Jones serves as the Administrative and Investor Relations Associate at AREA, in this role she serves as a vital connection between the community and AREA's executive leadership. As well as continuing to develop and maintain investor relationships within AREA. She is deeply committed to contributing to the economic vitality of our community and look forward to leveraging her skills and experiences to support AREA's goals of fostering sustainable growth and prosperity across Albuquerque and beyond.

Randi moved to Albuquerque from Carlsbad New Mexico in the fall of 2016 where she attended the University of New Mexico. Randi got her start in economic development as an Executive Administrative intern for the Carlsbad Department of Development during her high school career. There she learned all about the professional world and the growth and economic development of her community.

Randi graduated from the University of New Mexico with a bachelor's degree in business administration with a concentration in marketing. She highly values education and creativity, taking diverse classes in design and management.

Randi has over 10 years worth of experience as an executive administrative assistant with a wide range of responsibilities over events, management, marketing and sales. She enjoys wearing many hats and constantly seeking to expand her skill base. In her free time Randi enjoys reading, writing and spending time with family and friends. Randi highly values community and enjoys attending events around Albuquerque such as farmers and rail yard markets where she supports local creators and businesses.

Erin Brubaker

Digital Marketing & Graphic Design Specialist

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Erin Brubaker is a versatile professional with a rich background in marketing, design, and creative content development. With roots in Pittsburgh, PA, Erin ventured to Albuquerque in 2021 and quickly made her mark in the local community.

Drawing from over 15+ years of experience across various domains including Marketing, Video Production & Editing, Digital Photography, Graphic Design, Social Media & Digital Marketing, Interior Design, and Project Management, Erin has established herself as a dynamic force in various fields.

Prior to her current role as the Digital Marketing and Graphic Design Specialist at the Albuquerque Regional Economic Alliance (AREA), Erin served as the Marketing Coordinator for the United Way of North Central New Mexico. During her tenure, she spearheaded impactful campaigns, demonstrating her ability to blend creativity with strategic vision.

Erin's creative prowess extends beyond her professional endeavors; her photography has garnered acclaim, including recognition as a photo contest winner in New Mexico Magazine. With an innate talent for storytelling and an eye for detail, Erin consistently delivers compelling and visually stunning content.

Outside of her professional pursuits, Erin volunteers with Habitat for Humanity, loves photography, two-step dancing, hiking and traveling to continually seek inspiration for her next creative venture.

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.

Aida Roberts

Vice President of Business Development

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As the Vice President for Business Development for Albuquerque Regional Economic Alliance (AREA), Aida Roberts is responsible for identifying and capitalizing on opportunities to foster economic growth in the greater Albuquerque region.

As a dedicated economic development professional, she is driven by a passion for helping companies and communities thrive. Aida sees her role as a catalyst for bridging the gap between companies and communities in economic development. She is committed to forming strong relationships to work collaboratively toward enhancing the well-being of both people and businesses.

Prior to her role at AREA, Aida was a vital member of the Location Advisory team at McGuire Sponsel. During her tenure, she developed expertise in tax analysis and site selection, gaining deep insights into what companies require to successfully locate or expand their operations. Her ability to build strong relationships with the commercial real estate industry, site selection advisors, private equity groups and community partners has further enhanced her effectiveness in generating project value and lead generation.

Aida's career in economic development began with her work in county-level economic initiatives, where she gained significant experience in regionalism. While working with the Walton County Development Authority, she played a role in collaborative projects like Rivian, contributing to the area's economic growth. As Economic Development Manager, her responsibilities included completing requests for information using data from numerous national proprietary data sets and municipal sources, developing marketing materials, utilizing geographic information systems, fostering local stakeholder partnerships, and working closely with statewide economic developers to attract new investment to the county.

Aida holds a bachelor's degree in economics from the University of Georgia Terry College of Business. In her spare time, she enjoys golfing, traveling, and exploring her new Albuquerque community.

Anita Campbell

Existing Business & Workforce Engagement
Manager

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Anita Campbell brings her strong experience in Workforce Development into her role supporting AREA's mission and Strategic Plan to spearhead efforts towards the retention and growth of existing businesses within the Albuquerque metro area and surrounding four counties, with a focus on connecting them to workforce resources and solutions. Her additional focus is to work closely with our many partners to devise strategies that support employers in sustaining a robust talent pipeline.

Prior to joining AREA, Anita's family was personally impacted by the success of economic development expansion recruitment to both Lake Charles, LA and Rio Rancho, NM. While in Louisiana she served both SOWELA Community College and Louisiana Economic Development – LED FastStart. Both roles were instrumental in the region's multi-billion dollar expansion workforce impact occurring within multiple sectors. She specialized in serving large clients within the Petrochemical Industry, Aviation, and other employers. At LED FastStart she was responsible for project management of a customized training incentive program. During her time at SOWELA she spearheaded the Industry Based Credentials program and wrote the first State sponsored Apprenticeship program model whose first iteration was a partnership with a government funded aviation company.

Anita originally discovered the world of Workforce Development when a career shift placed her into the role of Programs and Services Coordinator for the Regional Center of Advanced Manufacturing (RCAM) in Kingsport, TN. Her main roles were implementation and logistics for Northeast State Community College's Group Sponsored Apprenticeship Program and oversight of deliverables for the longest consecutively running and largest headcount apprenticeship program in the State of TN. Her passion for "raising up" the 21st Century Workforce was ignited by her direct support for the region's K-12 pipeline's STEAM outreach programs, many of which started as young as 4th grade, in addition to realizing the dream of launching RCAM's high school student dual enrollment into machine tool and CAD programs.

Anita graduated with a B.S. of Education from the University of Alabama at Birmingham (UAB) with a focus on Health Promotion. In her spare time, she loves to explore the Wild West with her amazing husband, take in local entertainment, and cuddle with her Pitiful Pit Bull Sapphire. Her values of connecting and serving community have to date included volunteer roles supporting multiple organizations and committees including GAAR, Go Red Executive Leadership Team, Somos Unidos, The Hispanic Cultural Center, Jump in2 School Bash, and the Make Merry Project.

Charles Spann

Business Development Project Manager

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As Business Development Project Manager, Charles Spann leverages his background in strategic planning, operations management, and business development to drive economic growth in the greater Albuquerque region.

With a decade of service in the U.S. military, Charles developed expertise in logistics coordination, team leadership, and high-pressure decision-making. Throughout his military career, he led complex training operations, facilitated cross-functional communication, and managed large-scale projects requiring precision and adaptability. His ability to streamline processes, coordinate large teams, and execute mission-critical initiatives translates seamlessly into his role at AREA, where he supports business attraction and expansion efforts.

Prior to joining AREA, Charles worked at Sandia National Laboratories as a Business Development Intern, supporting strategic initiatives and assisting in the development of proposals and business strategies. He also worked at the University of New Mexico as a Sales Center Assistant and Faculty Aid, where he organized events, supported marketing initiatives, and helped facilitate student engagement efforts. His experience in stakeholder engagement, event coordination, and business development allows him to effectively support AREA's mission of fostering economic growth and investment in the region.

Charles holds an MBA from the University of New Mexico and a bachelor's degree in Recreation Management from the University of Arkansas. In his free time, he enjoys gaming, outdoor recreation, and exploring Albuquerque's vibrant community.