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# MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

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**TITLE:** CHIEF STRATEGIC BUSINESS ATTRACTION AND PROJECTS OFFICER  
**REPORTS TO:** CHIEF EXECUTIVE OFFICER  
**PAY GRADE:** 10

**FLSA:** EXEMPT  
**REVISED:** JANUARY 2024

## POSITION SUMMARY

As part of MEDC's execution of the 'Make It In Michigan' economic development framework focused on People, Places and Projects, this executive officer will be responsible for the executive direction of business development and project divisions, including but not limited to tactical and strategic execution of business attraction, market/industry development, strategic accounts, site/real estate services, and project incentives and compliance for the Michigan Economic Development Corporation and Michigan Strategic Fund. Oversees the development and execution of a business attraction and deal strategy, serves as the lead negotiator for business attraction, expansion and retention opportunities, and is accountable for the development and implementation of focus area strategic plans, including an end-to-end deal process; interacts with C-level executives as well as high-level elected officials to help position Michigan as a top-ten state for business expansion. Ensures effective and efficient operations through procedural and programmatic analysis. Represents MEDC executive leadership to further the organizational mission, strategy, and direct positive change. Works with MEDC Executive Committee, Michigan Strategic Fund board members, MEDC Chief Executive Officer and the Executive Team to accomplish the strategic goals and objectives of the corporation.

## PRINCIPAL DUTIES AND RESPONSIBILITIES

*(These duties and responsibilities are judged to be "essential functions" in terms of the Americans With Disabilities Act or ADA)*

- ✦ Leads and directs the work of requisite divisions to ensure that objectives and results are aligned with organizational goals and overall MEDC strategy and vision; develops and implements a long-term vision and short-term strategies to promote growth and retention of Michigan businesses, industry markets, and national/global business attraction; directs the development and implementation of new strategies and initiatives designed to improve processes and administrative services associated with unit services/initiatives.
- ✦ Provides executive oversight and programmatic direction to divisional leadership with respect to program delivery, administration and implementation; develops and implements budget strategies that encourage fiscal accountability for respective focus area(s); directs strategic activities around targeted actions and reports on strategy effectiveness; engages with leadership to ensure positive results.
- ✦ Oversees the pipeline of deals and consults with other key leadership to review goals and performance, to discuss sales and pending deals, and to identify challenges and develop solutions to resolve them.
- ✦ Develops and maintains relationships with C-level executives on an ongoing basis to garner support, and participation in events and activities that promote the state.
- ✦ Provides executive direction and oversees the development and implementation of business attraction strategies with key Michigan businesses, and national/international prospects to encourage them to invest in Michigan through expansion or relocation to the state.
- ✦ Fosters and maintains key business development relationships through attendance at key functions, on-going communication, and education efforts.
- ✦ Liaises with local economic development agencies, elected officials and MEDC staff to oversee business needs to serve as a resource in the diversification of their business development efforts.
- ✦ Serves as a member of the MEDC Executive Management team and participates in developing



- key business strategies and plans to achieve the overall MEDC corporate goals and objectives; works with the MEDC President/Chief Executive Officer to develop, maintain and refine the strategic vision and an effective organizational plan.
- ✍ Meets with key leadership to review goals and performance, to discuss internal process and ideal outcomes, and to identify challenges and develop solutions to resolve them.
  - ✍ Maintains and develops MEDC's relationships and partnerships with internal and external stakeholders.
  - ✍ Ensures that the MEDC executive team is fully informed of focus area issues and their impact on the MEDC, including providing formal written analyses and recommendations, and scheduled general updates.
  - ✍ Represents the MEDC at various business meetings, boards, committee hearings, events and presentations; leads and facilitates complex discussions and brings groups to actionable outcomes.
  - ✍ Performs other special assignments, as requested.

The above statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person.

### RECOMMENDED EMPLOYMENT QUALIFICATIONS

**EDUCATION:** This position requires a Bachelor's degree from a four-year college or university in Business Administration, Marketing, Public Policy, Finance or related field; or equivalent combination of education and experience. Advanced degree preferred.

**EXPERIENCE:** This position requires a minimum of twelve years related experience and/or training in management, including two years of executive level management over key operational divisions, or economic/business development.

**SUPERVISORY RESPONSIBILITIES:** The position has supervisory responsibilities.

**CERTIFICATES, LICENSES, OR REGISTRATIONS:** None required.

#### OTHER KNOWLEDGE, SKILLS, AND ABILITIES:

*(To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)*

#### REQUIRED:

1. Ability to analyze, assess, and direct activities for key organizational results.
2. Ability to operate within and make sense of ambiguity.
3. Ability to use persuasive influence to drive outcomes for employers, employees and job candidates.
4. Ability to function with strong interpersonal skills and the ability to coach and guide employees.
5. Ability to lead, motivate and move MEDC forward from both individual employee and overall organization perspectives.
6. Ability to function with excellent written and verbal communication skills with keen listening skills and negotiation skills.
7. Ability to read, analyze, and interpret the most complex documents.
8. Ability to respond to the most sensitive inquiries or complaints.
9. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.
10. Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
11. Ability to define problems, collect data, establish facts and draw valid conclusions.
12. Ability to effectively use common business computer software such as word processing, spreadsheet, and presentation software.
13. Ability to inspire and exercise thought leadership.
14. Ability to inculcate a bias toward action among colleagues and stakeholders.

**PHYSICAL DEMANDS:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel; talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus, especially due to concentration on a computer screen and small numbers. Travel is required with the potential of frequent overnight stays.

**WORK ENVIRONMENT:**

The noise level in the work environment is usually moderate.

The qualifications listed above are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.