



Title: Senior Vice President, Market Growth & Business Attraction

Department: Communications & Attraction

Business Unit: Market Growth & Attraction

Reports to: Chief Communications & Attraction Officer

FLSA: Exempt

Pay grade: 9

Last updated: 01/2026

Position Summary

The Senior Vice President, Market Growth & Business Attraction leads and directs the overall business attraction, and market development activities for the Michigan Economic Development Corporation focusing on industry markets and federal industrial policy to promote company growth/retention and strategic attraction both domestically and internationally. The Senior Vice President will oversee the attraction marketing strategy and execution of marketing MEDC's industry initiatives through innovative channels including, but not limited, to long-term relationship building, outreach, speaking opportunities, trade shows, events, site-selector engagement, advertising and collateral support. The Senior Vice President will also oversee federal initiatives and an internal business services and field marketing team focused on execution of the attraction strategy and securing business attraction investments.

Position Progression

Title	Pay Grade	FLSA
SVP, Market Growth & Business Attraction	9	Exempt

Principal Duties and Responsibilities

These duties and responsibilities are judged to be "essential functions" in terms of the Americans with Disabilities Act or ADA. The below 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.

Title	Principal Duties and Responsibilities
SVP, Market Growth & Business Attraction	<ul style="list-style-type: none">Leads, directs, and manages the work of staff members to ensure that work objectives and results are aligned with business attraction, market development, field marketing and industry services goals and overall MEDC goals and vision.Develops and implements strategies for effective business attraction, industry and market services for the MEDC.Oversees proactive targeted, market development strategies to expand opportunities for Michigan businesses, regions, and support strategic, targeted national, and international attraction.Makes strategic decisions on attraction pipeline and project support by MEDC, in collaboration with SVP of Regional Prosperity and SVP of Business Development Programs & Execution.





Title	Principal Duties and Responsibilities
	<ul style="list-style-type: none">• Directs and supports implementation of a cohesive narrative around Michigan as a global destination for business growth and retention.• Oversees the analysis of complex/confidential site queries with multiple and varying factors to attract businesses to move to or expand within Michigan.• Creates and implements a comprehensive industry and marketing services strategy.• Works with the Strategic Planning team and MEDC leadership to develop, maintain and refine the strategic vision for the industry image of the MEDC; participates in external presentations to promote the MEDC and its focus industry messaging.• Oversees and supports the development of strategies to leverage federal industrial policy and attract federal funding to Michigan to secure new business attraction opportunities and strengthen ecosystems in strategic focus industries.• Directs the development and implementation of creative and effective industry marketing strategies, images and plans for implementing programs, initiatives and attraction efforts.• Interacts regularly with individual business leaders, stakeholder groups, government agencies, legislators, economic development and partners/various boards, the media and more as needed to facilitate and ensure the MEDC's ability to execute strategic and tactical industry marketing plans.• Provides effective leadership in planning, budgeting and executing the corporate strategic plan and annual tactical plan.• Represents the Chief Attraction and Communications Officer and the CEO, as necessary.• Performs other special assignments as requested by leadership.

Supervisory Responsibilities:

This position has supervisory responsibilities.

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 regularly sits, uses their hands, talks, and listens. Occasionally, they stand, walk, reach, and bend. They may need to lift or move up to 10 pounds. Specific vision abilities required include close vision and the ability to focus, especially when working on a computer screen and with small numbers. Travel may be required with occasional overnight stays.



Work Environment:

This job operates in a professional office environment with moderate noise and activity. Frequent travel is required and possible extended hours past 8:00 a.m. – 5:00 p.m.

Employment Qualifications

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

Education:

This position requires a bachelor's degree from a four-year college or university in Business/Marketing, Economics, Finance, or related field; or equivalent combination of education and experience.

Experience:

Title	Experience
SVP, Market Growth & Business Attraction	Minimum of ten years related experience and/or training in field marketing, project development and promotion, industry sectors, budgeting, finance, and/or planning.

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.



1. Ability to analyze, assess, and direct operations for an entire organization.
2. Ability to function with strong interpersonal skills and the ability to coach and guide employees.
3. Ability to lead, motivate and move corporation forward from both individual employee and overall organization perspectives.
4. Ability to function with excellent written and verbal communication skills with keen listening skills and negotiation skills.
5. Ability to multi-task and adapt to quickly changing environments.
6. Ability to read, analyze, and interpret the most complex documents.
7. Ability to respond to the most sensitive inquiries or complaints.
8. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.
9. Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
10. Ability to define problems, collect data, establish facts and draw valid conclusions.
11. Ability to effectively use common business computer software such as word processing, spreadsheet, and presentation software.