

FOR RELEASE:

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EDC NAMES NEW MARKETING EXECUTIVE

The Greater Colorado Springs Economic Development Corporation has named David L. White as its new Vice President of Marketing.

“We are thrilled to have someone with David’s strong business attraction experience join our team,” commented EDC President and CEO, Mike Kazmierski. “Following a national search of economic development professionals, David’s strong background in business attraction and economic development made him the best fit for our aggressive job attraction and expansion program. We look forward to drawing on David’s broad experience for new job attraction ideas and innovative strategies, in order to meet the community’s needs for quality jobs in the coming years.”

White most recently served as Business Attraction Manager for the City of Riverside, California, where his focus was building an economic base through industry attraction with an emphasis on technology. He was previously President of the National Flag Foundation and Vice President of the Pittsburgh Regional Alliance, southwestern Pennsylvania’s regional economic development organization. White has more than twelve years of economic development experience. He received a Master of Arts degree in Urban and Regional Planning from the University of Pittsburgh, and a Bachelor of Arts degree in International Relations from Brigham Young University. He is married and has five children.

“I am very delighted to have been selected for this opportunity in Colorado Springs”, commented David White. “It’s a wonderful community, and it will be a pleasure to serve on behalf of the people of Colorado Springs.”

The mission of The Greater Colorado Springs Economic Development Corporation, a private not-for-profit corporation, is to sustain quality of life through a healthy economy. It does so by providing economic development services that result in the current and future retention and attraction of primary jobs which provide for economic diversity, replacement of lost jobs and create job opportunities for those entering the workforce for the first time.
www.coloradosprings.org.