



TENNESSEE ECONOMIC **50** DEVELOPMENT COUNCIL
YEARS

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Contact: Suzie Lusk
Phone: 615.256.5141

HEIDI SMITH, GENERAL MANAGER OF GLOBAL BUSINESS, TVA, HONORED WITH FRED H. HARRIS
PROFESSIONAL OF THE YEAR AWARD

(NASHVILLE, Tenn.) – The Tennessee Economic Development Council (TEDC) has recognized Heidi Smith, General Manager of Global Business at Tennessee Valley Authority (TVA), as the 2017 TEDC Professional of the Year. Heidi was honored for her commitment to and significant achievements in economic development.

Heidi Smith joined TVA Economic Development in 2002. As General Manager for Global Business, Heidi is responsible for TVA Economic Development's business attraction, community development efforts and marketing. She oversees the work of target industry market specialists, regional development specialists, community and retail development staff, and global marketing specialists.

Prior to joining TVA, she worked for Centex, Inc. as Vice President of Business Development and Marketing. Her areas of concentration included qualifying and developing new business, maintaining relationships with existing client base, and overseeing marketing efforts for the company. Heidi is also a certified facilitator for Facilitative Selling and Proposing to Win training. She conducts facilitative selling classes for various organizations across the Valley.

“Over my many years in the economic development profession, I have rarely encountered a person that embodies the qualities of a true professional quite like Heidi Smith,” said Mark Herbison, Senior Vice President of Economic Development, Greater Memphis Chamber. “She has a passion and commitment to the business that is unmatched.”

Heidi designed and implemented recruitment efforts to make TVA and the Valley region as a whole more proactive in regard to business recruitment. She has also earned an outstanding reputation in the industry and become a role model for women in business.

With the help of Heidi's leadership, TVA Economic Development has been named by *Site Selection Magazine* as a Top Utility in Economic Development for twelve consecutive years. Her knowledge of sales, strategic planning, and community preparedness has been shared across the TVA service territory.

The Fred H. Harris Professional of the Year Award is presented annually to a member of the Tennessee Economic Development Council for outstanding achievement in economic development. It is given in recognition of the contributions the recipient has made to his or her own community as well as to the state of Tennessee.

This award is given in honor of Fred Harris, who became a nationally recognized economic development professional during his tenure at the Nashville Chamber. Recipients of the Fred H. Harris award must be nominated by their peers and selected by a committee of TEDC past presidents from the field of nominees.

TEDC is the statewide professional organization for people involved in economic development. The awards ceremony was held during the TEDC Annual Fall Conference which was held in Memphis, Tennessee this year.

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