

ROBIN BROWN

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PROFILE

Energetic, versatile problem solver with 20 years of diverse experience as a strategic planner. Especially skilled at developing productive, respectful relationships and building consensus among widely varied interests. Effective and clear goal setting was the key to success during two tours to Iraq, the starting and successful operation of two small businesses, a \$9 million capital campaign and the successful launch of a lifestyle magazine promoting Colorado's Grand Valley.

ACCOMPLISHMENTS

Featured in *Adventure Not War*, a documentary about three veterans who return to Iraq to climb and ski its tallest mountain in order to rewrite their own narratives. Won multiple awards in the 2018 film festival circuit.
www.adventurenotwar.com

EXPERIENCE

Executive Director, Grand Junction Economic Partnership, Grand Junction, CO: Dec 2017-present. GJEP is the official economic development agency for Mesa County, Colorado and works to recruit and retain businesses in the cities of Grand Junction and Fruita, the town of Palisade and the surrounding regions.

- Recruited 7 new companies into Grand Junction in 2018 resulting in 57 new jobs and \$19M economic impact.
- Published in multiple regional, statewide, and national publications as an expert in economic development.
- Progressed multiple public projects to improve business climate in the region such as establishing a Foreign Trade Zone, increasing direct flights to the region, and workforce development collaborations between our school district, community college, university and local employers.
- One of the first offices in the region to finalize a prospectus. Leading the state in attracting Opportunity Zone investment.
- Actively recruiting the BLM HQ to relocate from Washington, DC to Grand Junction, CO.

Owner, BrownHouse PR, Grand Junction, CO; Oct 2016- Dec 2017. BHPR was the only public relations firm in western Colorado that promoted Mesa County outside of Mesa County.

- Planned the Colorado Outdoor Industry Leadership Summit in Grand Junction; built the relationships needed within the outdoor industry as well as OEDIT to both attract outside businesses and understand our local needs to retain and expand existing businesses.
- Launched Spoke + Blossom- a lifestyle magazine promoting Colorado's Grand Valley as an incredible place to live, work, and play in order to better brand the western Colorado lifestyle and promote a more positive narrative about our community.

Event Management Director, Business Improvement District, Grand Junction, CO; Feb 2014-Oct 2016 Worked closely with small businesses to grow and strengthen the downtown economy.

- Successfully updated all downtown events to draw larger and more diverse crowds while simultaneously balancing previously unsustainable budgets. Brought all events to a profitable status.
- Collaborated with the Board of Directors to accomplish the mission of the BID. Communicated with the board any issues that pertain to the success or failure of downtown businesses. Helped to develop a Downtown Event Policy with the City of Grand Junction in order to deconflict events and businesses.

Development Director, Avalon Cornerstone Project, Grand Junction, CO; Sep 2012 to Jan 2015

- Developed a multi-year strategic plan to procure funding for a \$9 million capital renovation project from a variety of sources while promoting the cultural and economic benefits of the project. Changed the narrative from an arts & culture project to an economic development project which resulted in our success.
- Created a capital campaign that resulted in \$1.6 million in private funding to transform a 90-year old theater into a world-class performing arts center.
- Researched and wrote grant requests resulting in \$500,000 in grant funding for the Avalon Theatre.
- Developed and implemented a multi-year comprehensive marketing and public relations strategy to educate the public and gain their support, including traditional and social media.

Owner, Brown House (brick and mortar retail home decor store), Corvallis, OR; 2007-2009

Developed small business experience and understanding of business strategy, finance, and sustainability. Recognizes what small businesses need to expand, how incentives and/or leadership can result in that growth, and the role of economic development partners in attracting, retaining and expanding key businesses.

Lobbyist, Oregon War Veterans Association (OWVA), Corvallis, OR; 2007

Skilled in state government interface. Has a clear understanding of the complexities of the legislative process, the competition for financing, as well as the nuances of advocating for local communities.

Public Speaking Tour 2005-2007

Travelled nationwide speaking to civic and veterans groups about personal experiences while deployed to Iraq. Personal story is captured in both Boots on the Ground, by Karl Zinsmeister and Band of Sisters: Women at War in Iraq, by Kirsten Holmstedt.

Executive Manager and Strategic Planner, US Army, NC; 1997-2005

Developed team members into team leaders capable of making decisions and leading successful missions on their own. Maintained a leadership style that positively influenced unit morale even in the worst of times. Managed \$10 million in equipment, 30 personnel, 8 helicopters and 4 vehicles and maintained the highest level of productivity while staying within the strict confines of budget, time, safety and resources.

LEADERSHIP

Mesa County Workforce Development board, 2017-present
 Economic Development Council of Colorado, 2018- present
 Colorado Wildlife Council, Western region hunting representative, 2019-present
 Colorado Mesa University President’s Advisory Board, 2017-present
 Outdoor Recreation Coalition Board, 2015-present
 GJ Regional Airport Authority Board, 2017
 Western Colorado Community Foundation Board, 2015- 2017
 Candidate for Oregon State Representative, 2006
 Weekly columnist for FreePress/ Daily Sentinel, 2014-2017

EDUCATION

BS, General Science, 1997 Fordham University, Bronx, New York

SKILLS

Qualified in the Bell 206 series helicopter, with 950 hours. Certified Class IV whitewater river guide. Prom Queen, Paratrooper, and all round good cook.