

Executive Profile

Extensive career building consensus, creating and implementing unique strategies, and demonstrating results. Experienced in organizational design, fostering regional cooperation, strategic planning, business attraction, marketing, real estate development, and asset monetization



Professional Experience

FOUNDER

Beth Doughty, LLC

EXECUTIVE DIRECTOR MARKETING DIRECTOR

Roanoke Regional Partnership

PRESIDENT & CEO

Roanoke Regional Chamber of
Commerce - Roanoke, Virginia

VICE PRESIDENT & CREATIVE DIRECTOR

John Lambert Associates -
Roanoke, Virginia

Education

UNIVERSITY OF VIRGINIA

Bachelor of Arts with honors

OKLAHOMA UNIVERSITY

Economic Development Institute

Skills

- Develop creative approaches to meeting 21st century challenges in economic development
- Communicate effectively and persuasively by written and spoken word
- Stimulate and empower creative thinking
- Direct strategic planning processes

Core Accomplishments

- Designed organizational structures around strategic goals
- Conceived an asset-based economic development strategy focused on outdoor assets
- Drove regional cooperation and land bank through a six-government industrial development authority
- Created a regional market intelligence function to serve as a thought leader, stimulus for action, and regional resource.
- Implemented strategies to attract \$1.3 billion in investment and 10,000+ primary jobs.

Recognition

- Top 50 Economic Developers in North America, Consultant Connect 2017, 2016, 2015
- More than 50 awards for multimedia marketing campaigns in economic development, health care, and business-to-business sectors.
- Cardinal Award and Past President, Virginia Economic Developers Association
- Award of Excellence, Site Selectors Guild, 2017

Sample Project Experience

- Created economic strategy development for greater Roanoke region
- Directed strategic planning for Danville Regional Foundation, Halifax County IDA, Shenandoah County IDA
- Contributed to comprehensive plan project for Smyth County
- Initiated land analysis and directed acquisition for Western Virginia Regional Industrial Facility Authority
- Completed three successful shell building projects for Greater Roanoke Valley Development Foundation
- Lead conversion of historic properties for Roanoke Valley Development Corporation