



## Mary P. Lilley

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### PROFESSIONAL BIOGRAPHY

#### ***Current Responsibilities:***

**Greenfield**  
Williamston, NC

**Partner, 1998 - Present**

Ms. Lilley is a professional economic development consultant with over twenty (30) years in local, regional, and private economic development. Greenfield specializes in both public and private economic development activities. Whether working with communities to identify target markets or develop new sites / infrastructure, or working with private companies to complete the site selection / facility opening process, Ms. Lilley excels in blending all aspects of economic development into successful projects.

Representative projects include the following:

- ✦ Marketing the Alcoa Badin Business Park through aggressive direct calls and internet marketing program, as well as developing marketing materials for parcels and site in its entirety.
- ✦ Assisting the City of Albemarle with re-use analysis of certain city owned property with environmental issues.
- ✦ Writing employment, incentive, training and other grants that facilitated specific economic development projects.
- ✦ In Winterville, NC, currently assisting Town with a downtown redevelopment project that potentially includes reclamation / reuse of environmentally compromised land.
- ✦ Representing communities and organizations at specific trade shows and conferences, include 2013 National Brownfields Conference.
- ✦ Completing a comprehensive Economic Development Plan for Rutherford County that included an analysis of the reuse potential and environmental concerns for each available property they currently market.
- ✦ Working with Chris Craft Yachts, Indian Motorcycle and Robinson Steel, as well as other companies, to find suitable site locations for their specific projects.
- ✦ Assisting ElectriCities of North Carolina, Inc., with specific economic development project/client management throughout the State of North Carolina, including managing all of their ongoing economic development client work.
- ✦ Recruiting Defense / Homeland Security companies to the Ft. Bragg BRAC Region, as well as putting together marketing materials for this region that emphasize military assets in the State.
- ✦ Developing Target Marketing Plans for clients such as the City of Suffolk, VA, Jacksonville - Onslow Economic Development, Surry County EDC, etc.
- ✦ Working with the North Carolina's Eastern Region to develop a comprehensive ED website that includes in both traditional economic development information and tourism information.
- ✦ Managing all ED client activities for this same Eastern Region, including initial contacts with clients, referring appropriate sites / buildings, scheduling visits to the Region, and completing follow-up on each project.
- ✦ Acting with Robin Spinks for approximately two years as interim economic developers for Moore County Partners in Progress in Moore County, NC.
- ✦ Researching and drafting a comprehensive Load Growth study for both of the regional power agencies for ElectriCities of North Carolina, Inc.

- ✦ Acting with Robin Spinks for approximately two years as interim economic developers for Moore County Partners in Progress in Moore County, NC.
- ✦ Researching and drafting a comprehensive Load Growth study for both of the regional power agencies for ElectriCities of North Carolina, Inc.
- ✦ Working with Alamance County Chamber of Commerce to provide an ED Marketing Strategy for this area.
- ✦ Providing labor market analysis and other research for specific industrial site searches.
- ✦ Working as local / liaison for companies such as Ann's House of Nuts, Inc. of Jessup, Maryland and Impressions Marketing Group of VA., negotiating all training, local, and state incentive monies – as well as providing public relations and other duties for the company.
- ✦ Managing several Certified Site projects across North Carolina.
- ✦ Identifying potential site areas for the Wayne County Economic Development Commission.
- ✦ Working with the North Carolina's Northeast Heritage Tourism project.

***Previous Experience:***

- ✦ **Martin County Economic Development Corporation – Executive Director**  
Williamston, NC  
July, 1997 – August, 1998
- ✦ **Martin County Chamber of Commerce -- Executive Director**  
Williamston, NC  
1992 – 1997
- ✦ **Martin County Economic Development Commission – Executive Director**  
Williamston, NC  
1981-1992

During the seventeen (17) years Mrs. Lilley served with Martin County, she worked in all aspects of economic, tourism, and community development for the County, as well as served on numerous regional boards at the discretion of the County Commissioners. Over this period, she directed activities of the EDC and the Chamber (for six years), as well as the managed the Martin County Committee of 100.

Her major projects included:

- ✦ Locating several major agri-business complexes in eastern North Carolina.
- ✦ Recruiting a \$600,000,000 expansion project at the Weyerhaeuser Paper Company facility in Plymouth, North Carolina and leading an informational campaign concerning the company's environmental remediation for dioxin issues.
- ✦ Locating companies such as Fruit of the Loom, Perdue Farms, Penn Elastic, and many others to the county.
- ✦ Managing the Martin County Business Park, Everetts, North Carolina from inception, as well as the design phase of the County's first shell building.
- ✦ Recruiting the \$25,000,000 Eastern Agricultural Center to Williamston.
- ✦ Implementing travel and tourism projects locally.
- ✦ Writing grant applications and working with grant oversight after awards at the regional, state and national level.

- ✦ **Speight Surveying and Engineering, P.A. – Soil Technician and Sr. Draftsman**  
Williamston, NC  
1979-1981

Involved directly in soil and concrete testing for construction sites, including running a soil boring rig, performing on-site soil and concrete testing, and completing compaction and other soils testing in company lab. Senior draftsman and survey crew member. Project manager for long-term clients.

***Education:***

Duke University, Durham, North Carolina  
Bachelors of Science, (History and Education), 1979  
Cum Laude Honors

***Other Experience:***

- ✦ Guest Lecturer, North Carolina Economic Development Institute
- ✦ Board Member, North Carolina Economic Developers Association
- ✦ Board Member and Executive Committee Member, North Carolina's Northeast Economic Development Partnership, Edenton, North Carolina
- ✦ Chairman, North Carolina East (regional marketing group), Greenville, North Carolina

***Professional Affiliations:***

- ✦ North Carolina Economic Developers Association (Regular member and past Board member)
- ✦ Southern Economic Development Council

***Other Affiliations:***

- ✦ Managing Partner, P and L Land Corporation, a real estate development company
- ✦ Major Stockholder, Roanoke Tar Cotton, Inc.
- ✦ Local Motors, visionary car development company
- ✦ First Washington Bank, community bank in DC, VA, and MD

***Seminar Topics:***

- ✦ Business Retention / Expansion Programs
- ✦ Aggressive Marketing Programs (How to Turn Contacts into Clients)
- ✦ Long-term Follow Up (Making it Work)
- ✦ Marketing to the Military Community