

## Heather Shubirg Named Executive Vice President of Team Volusia Economic Development Corporation



*Heather Shubirg*

**Contact Information**

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*(Daytona Beach, Florida)* After a national search, Heather Shubirg, a professional in the economic development arena, has been named executive vice president at Team Volusia Economic Development Corporation. The announcement was made by Keith Norden, president and chief executive officer of the organization. The Chason Group ([www.thechasongroup.com](http://www.thechasongroup.com)) led the executive search for Team Volusia.

In concert with Norden and other Team Volusia EDC staff, Shubirg's key responsibilities will include growing the local economy through attraction and recruitment of new companies to Volusia County; maintaining a transparent and accurate communication plan for internal and external efficiency; and providing oversight, accountability and strategy for Team Volusia to enhance the overall success of the organization.

"Heather is a shining star in the economic development industry," according to Norden. "Her successful track record with Enterprise Florida and the Orlando Economic Partnership will bring a wealth of knowledge to our team of professionals. Heather has the skillsets that are needed to build upon our target marketing initiatives and work with members of the county and cities' economic development professionals."

Shubirg acknowledges her experiences within the business development team at Enterprise Florida as the foundation of her economic development career. Enterprise Florida is the public private partnership responsible for leading statewide economic development efforts. In her role, she coordinated a team of business development managers and associates to attract and retain companies in Florida. She worked with state organizations and Enterprise Florida's statewide economic development partners to research and identify appropriate programs and locations to attract and retain companies. In addition, Shubirg assisted in identifying state competitiveness issues for policy decisions and managed the development of competitive issues for project proposal responses.

Shubirg has worked numerous new-to-market aerospace/aviation sector projects in her career, including Blue Origin which resulted in an initial 330 new jobs and a \$200 million capital investment in Florida. Northrop Grumman, another of her projects, expanded their footprint in the Sunshine State with the addition of 1,800 new jobs and a \$500 million investment.

Shubirg was employed at the Orlando Economic Partnership as senior director of business development in advanced manufacturing and technology sectors until April 12, 2019. She focused on lead generation efforts for the business development team and led an advanced manufacturing advisory group with local manufacturing executives.

“The public-private partnership Team Volusia has created over the past several years is essential to growing the economy in our region,” according to Shubirg. “The competition for new-to-market projects is stronger today than ever before. I look forward to working with the current Team Volusia professionals and building stronger partnerships internal and external.”

Shubirg graduated with a Master of Science in Economics for University of Central Florida. She also earned Bachelor of Science in Economics from UCF and an Associate of Arts in Politics and Economics degree from Daytona Beach Community College. In addition, Heather earned a Graduate Certificate in Sustainable Management from Anaheim University.

Shubirg lives in Deland, Florida with her husband Dale and daughter Elly.

The Chason Group specializes in executive searches for economic development, chambers of commerce, tourism, foundations and other non-profit organizations.

**About Team Volusia.** Team Volusia Economic Development Corporation (TVEDC), through tremendous commitment and partnerships, works on strategic economic development activities and business recruitment initiatives to the Greater Daytona Region / Volusia County, Florida.

Team Volusia EDC is a public/private not-for-profit corporation, founded in late 2010 whose primary mission is to market and recruit business from outside the area to Volusia County. An autonomous entity, the organization is a valuable part of the economic development delivery system and works in partnership with state and county agencies, municipalities, chambers and other resource partners to achieve county-wide economic development goals for Volusia County.

Team Volusia EDC's program and services are partially funded through contracts with Volusia County and 13 of the municipalities located within the county. Additional funds are raised from private sector companies and organizations with a total of approximately 100 public / private investors. Today, the organization continues to grow and help strengthen the economic prosperity for the region.