



**GREATER SACRAMENTO**  
ECONOMIC COUNCIL

## BARRY BROOME

Disruptor • Leader • Changemaker

### ABOUT

Barry Broome serves as the first President and CEO of the Greater Sacramento Economic Council. The organization is the catalyst for innovative growth strategies in the Capital Region of California. Barry is responsible for leading community-driven efforts to attract, grow and scale tradable sectors; develop advanced industries; and guide new job-creation strategies throughout a six-county region. In his role, he has established the first public/private partnership economic development organization led by Chief Executive Officers in in the State of California. The organization is led by 42 CEO's and 20 communities in the Greater Sacramento region.

To book or schedule an interview with Barry Broome, contact Elizabeth Jones:

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### WHERE HE'S LED

- President and CEO of the Greater Phoenix Economic Council (GPEC) where he delivered more than 50,000 jobs and 250 company locates into the Phoenix region.
- Six out of the ten years, GPEC was named one of the top economic organizations in North America by Site Selection Magazine.
- CEO of Southwest Michigan First (SMF), where he built an organization from the ground up, which was later listed in the top 20 companies in North America by Site Selection Magazine.
- SMF was named one of the fast 50 companies in Inc. Magazine - the first nonprofit to have that honor.
- Built and co-developed venture funds, angel networks, and 31 new ventures – primarily in the life science space in the Kalamazoo region.
- Led the economic development in Toledo, Ohio, where he completed the largest industrial deal in the history of the United States called Project Jeep; which was built on 450 acres of brownfields in the North Central Toledo area.

### WHERE YOU'VE SEEN HIM

- L.A. Times, Bloomberg, Forbes, and CNBC among other publications
- Keynote speaker at Arizona State University's 2009 graduation
- Guest lecturer at the University of Chicago, Notre Dame, Arizona State University, University of Arizona, Kalamazoo College, and Western Michigan University.

### WHO HAS RECOGNIZED HIM

- Named Michigan Economic Developer of the Year in 2001
- Named Arizona Economic Developer of the Year, Arizona Real Estate Executive of the Year, and received the Phoenix Black Chamber of Commerce award.