

## **Barry Broome**

PRESIDENT AND CEO  
GREATER PHOENIX ECONOMIC COUNCIL



Broome is at the helm of one of the longest-standing regional public-private partnerships for economic development. He is a proven leader with 20-plus years of experience in community-building and economic development, new company creation, formation of public-private partnerships and public policy design.

Broome's tenure at GPEC has led to the attraction of 120 plus companies creating more than 22,500 jobs and over \$5.8 billion in capital investment to Greater Phoenix.

In Arizona, Broome has been credited with developing economic development programs that have redefined public policy and improved statewide competitiveness.

In 2009, Broome worked with the business community, public-sector leaders and state partners to orchestrate the passage of Arizona's landmark Renewable Energy Tax Incentive Program, a \$350 million tax credit to stimulate renewable energy investment in Arizona. The program has already drawn eight companies to Greater Phoenix since January, resulting in more than 1,350 jobs and \$153.2 million in capital investment.

Broome also designed the Arizona Global Network, a collaborative model that unites the urban and rural markets of Greater Phoenix, Tucson, Flagstaff and Yuma in attracting foreign direct investment to Arizona. GPEC's international focus has led to foreign direct investment wins for Greater Phoenix, most notably the attraction of China-based Suntech—the world's largest producer of solar panels. Suntech is the first Chinese renewable leader to bring manufacturing jobs to the U.S., and this expansion marks the company's first-ever U.S. manufacturing investment.

Prior to GPEC, Broome was shaping Kalamazoo, Michigan's economy through a university, life science and venture capital strategy. Broome founded Southwest Michigan First from a small metal desk at the regional Chamber of Commerce, with a \$150,000 operating budget and a \$1.7 million shortfall. Five years later, Broome had raised \$55 million and earned the organization recognition as a Top 20 economic development agency in the country. Also honored as Michigan's Economic Developer of the Year, Broome built the Southwest Michigan Innovation Center, launching 14 life science start-ups and 23 new ventures.

Broome serves on several boards and commissions, including the City of Phoenix Commission on the Economy; Arizona State University Economic Council; ASU Technopolis Advisory Board; Arizona Association for Economic Development and Salt River Devco. He was the conference chair for the International Economic Development Council's 2008 annual conference and chaired the economic development subcommittee for the City of Phoenix 2006 bond program. He is also an invited guest lecturer at Arizona State University, University of Arizona, Kalamazoo College, Western Michigan University, University of Chicago and the University of Notre Dame.