

Tracye McDaniel

Tracye McDaniel is the Founding President and Chief Executive Officer of Choose New Jersey, Inc., an independently funded and operated 501(c)(3) nonprofit organization, whose mission is to encourage and nurture economic growth throughout the state of New Jersey – including a focus on making New Jersey's most distressed cities engines for growth and opportunity.



**President and CEO
Choose New Jersey, Inc.**

Supported and funded by a Board of Directors and Partners that represents more than 40 of the state's top Fortune 500 companies, privately-held ventures, and associations and non-profits, Choose New Jersey represents the "Next Generation Economic Development Model." New Jersey is one of only a handful of states that have charged a non-governmental agency with state-wide marketing efforts for economic development purposes. The organization was honored by the Site Selectors Guild with its 2014 Excellence in Economic Development Award for State EDO, citing recognition for "*setting new job creation and retention records since its founding.*"

Ms. McDaniel is a leader who brings more than 29 years of state and regional level experience in all facets of economic development, including public relations, tourism and international business development. In 2007, Ms. McDaniel served as Executive Vice President and Chief Operating Officer of the Greater Houston Partnership (GHP), Houston, TX, regarded as a top global location for business.

She holds leadership positions in numerous professional and industry organizations and sits on the Board of Directors of the International Economic Development Council (IEDC), the world's top organization for economic development professionals. She also sits on the Board of Directors of the New Jersey Chapter of NAIOP, the Commercial Real Estate Development Association. Most recently, NJBIZ named McDaniel among New Jersey's 2014 Best 50 Women in Business, as well as the 100 Most Powerful People in New Jersey Business.

McDaniel has been appointed by Governor Chris Christie to both the Council on Innovation and the New Jersey Military installation Growth and Development Task Force. A graduate of the University of Texas at Austin, Ms. McDaniel is also a Ford Foundation Regional Sustainable Development (RSD) Fellow, a program of American Chamber of Commerce Executives (ACCE).