

# VOLUSIA COUNTY ECONOMIC DEVELOPMENT



## About Economic Development

Volusia County Economic Development (VCED) is the County's division designated to grow the local economy. Economic growth occurs through new business creation, business recruitment, and business retention and expansion (BR&E). VCED positions Volusia County for economic success by leading, partnering, and/or contracting with County and municipal staffs and public/private sector stakeholders.

Sharing a common vision, but typically operating in silos on a day-to-day basis, Volusia's economic development practitioners unite through VCED, multiplying operational efficiency of each organization, to better respond to local business needs. During the COVID-19 pandemic crisis, this proved most beneficial. We provided one voice and one direction to assist our struggling business community.

Focused on business retention and expansion (BR&E), the team works with all businesses from start-up through multi-million dollar corporations providing business concierge-style services to assist in their success. While BR&E is the focus, VCED partners with Team Volusia Economic Development Corporation, the CEO Business Alliance and practitioners in the recruitment of new business investment to our community.

## Division Leadership



**Lou Paris**  
**Director of Economic Development**

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Lou Paris serves as the new Director of Economic Development for Volusia County. Paris brings extensive experience in entrepreneurship and business development. His previous positions include serving as the Director of the nationally recognized Prince Entrepreneurship Program at Stetson University and as Business Development and Marketing Manager at CareerSource Flagler Volusia. Paris earned both his Bachelor's and Master of Business Administration degrees from Stetson University. His contributions have earned him numerous accolades including the Volusia County Business Incubator's 2021 "Ambassador of the Year Award".

# Meet Your Team



**Brad Harris**  
**Business Manager**  
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Brad is a business manager with responsibility for major projects and business resource program development. He coordinates county-wide business input initiatives and, utilizing extensive private sector experience, provides both strategic and operational counsel to small businesses. He has a B.S. degree in Industrial Engineering and has spent most of his professional career in the manufacturing industry.



**Katrina Friel**  
**Business Manager**  
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Katrina is an experienced economic development practitioner versed in recruitment, retention and expansion. She is responsible for project management, administration of the Foreign Trade Zone (FTZ 198), business recruitment initiatives and the county and city partners' Salesforce Customer Relationship Management (CRM) platform, office administration and digital resource management.



**Ricardi Calixte**  
**Business Specialist**  
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A seasoned economic development professional, Ricardi's key responsibilities will include further enhancing retention and growth programs for the business community with an emphasis on entrepreneurship guidance. Previous to joining VCED, Ricardi took the lead on providing technical assistance to local business leaders and community development corporations in implementing neighborhood-based revitalization initiatives.



**Heather Edwards**  
**Business Specialist**  
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Heather provides outreach and technical assistance to local businesses. She is responsible for research, analysis and visualization of economic and business data, and trends. She is charged with mass communication, marketing and outreach to the business community as well as management of the division's websites. She has management experience in the corporate and non-profit sectors.



**Tatiana Izquierdo**  
**Staff Assistant I**  
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As the first point-of-contact for Economic Development, Tatiana manages incoming customer and stakeholder communications, assists with purchasing and accounts payable. In addition to schedule management, she coordinates workshops, events and various partner meetings.