



Dean Barber founded Dallas-based BBA in 2011 to help economic development organizations develop effective strategies to unleash and create a better business environment within their communities.

BBA's mission: Find answers, provide solutions, so that economic developers can take action and change lives.

With offices in Dallas, Los Angeles, New Orleans, and Raleigh, N.C., BBA also helps companies find optimal locations where risks are reduced and a return on investment is enhanced.

Over the years, Dean determined that those charged with the doing have to be involved in the planning. Unlike most consulting firms, BBA brings clients into the planning process as active participants to serve them better. Dean dubs this collaborative approach "the BBA Way," and oversees a national network of consultants who subscribe to this philosophy of radical transparency and collaboration.

BBA has advised economic development organizations nationwide as well as U.S.-based Fortune 500 companies and firms based in Europe and Asia.

Dean is a former economic developer, having worked at the Economic Development Partnership of Alabama and the Northeast Indiana Regional Partnership. He is also a former journalist, having worked a combined 20 years on daily newspapers in Georgia and Alabama. Barber left *The Birmingham News* in 1998 as the business editor.