

# Appendix B: Biographies



## **Janet Ady**

President and CEO

608.663.9218 ext. 201

[jady@adyadvantage.com](mailto:jady@adyadvantage.com)

*Janet Ady is an experienced business strategy consultant, author, and speaker who focuses on helping both communities and companies meet their growth and diversification goals.*

### **PROFESSIONAL EXPERIENCE**

Ady Advantage, President and CEO  
With Ady Advantage since: 2003  
Years in career prior to Ady Advantage: 17 years

As president of Ady Advantage, Janet has worked with over 400 economic development organizations and utilities throughout North America. She brings expertise in research, branding, and marketing to provide integrated solutions for initiatives ranging from target industry analyses and economic development websites to brownfield re-use and marketing programs and strategic planning.

### **MEMBERSHIPS/AFFILIATIONS**

Faculty Member, Heartland Economic Development Institute  
Author, *The Rural Economic Development Toolbox* (2014) and *The Economic Development Talent Toolbox* (2015)  
Regularly speaks and teaches on Economic Development business and marketing strategy  
Northeastern Economic Developers Association, Mid-America Economic Development Council, member

Having special interest and expertise in rural economic development, economic development talent strategies, and agribusiness development, she has written books and articles on these topics and authors an industry-leading blog with thousands of readers.

Janet conducts a great deal of field work each year for both her economic development and corporate clients. Over her career, she has interviewed more than 3,000 business and technical decision-makers at a wide range of companies. Her knowledge of multiple industries allows her to provide value to individual businesses as well as communities and regions targeting specific sectors.

### **EDUCATION**

J.L. Kellogg Graduate School of Management at Northwestern University, Evanston, IL; Masters in Management (M.B.A.)  
University of Illinois at Champaign-Urbana, B.S. in Business Administration

She brings an in-depth knowledge of the site selection process, especially in terms of understanding what factors are evaluated during each step along the decision-making process and how to optimally position places while developing compelling, differentiating messages.

On the corporate side, Janet consults with companies looking to grow, diversify, expand, and relocate. Services range from site selection to growth planning and business development strategy.