

# Biography



## Janet Ady

President and CEO

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*An experienced business strategist, author, and speaker who helps both communities and companies meet their growth and diversification goals.*

### PROFESSIONAL EXPERIENCE

Ady Advantage, President and CEO

Economic Development Speaker

Author, *The Rural Economic Development Toolbox* (2014) and *The Economic Development Talent Toolbox* (2015), industry-leading blog *As I See It*

### MEMBERSHIPS/AFFILIATIONS

Faculty Member, Heartland Economic Development Institute; Business Attraction and Marketing instructor for the Minnesota, Ohio, Illinois and Wisconsin Basic ED Courses

Northeastern Economic Developers Association, Mid-America Economic Development Council, member

### 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

As president of Ady Advantage, Janet has worked with over 400 economic development organizations and utilities throughout North America. She brings expertise in research, strategy, branding, and marketing.

Janet's background and familiarity with the site selection process informs her research and strategic approach. She understands the factors evaluated during each step of the decision-making process and how to optimally position places. Developing compelling, differentiating messages blends Janet's unique skills to her clients' benefit.

Similarly, Janet understands the lived experiences and motivations of the various subsets of the modern workforce. She helps communities successfully recruit and retain talent by defining audiences and developing sustainable campaigns to get their attention and meet their needs.

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.

A researcher at heart, Janet enjoys conducting field work for both her economic development and corporate clients. Over her career, she has interviewed more than 3,000 business and technical decision-makers. Her in-depth knowledge of numerous industries allows her to provide valuable and actionable insights to individual businesses as well as communities and regions targeting specific sectors.