



MELISSA HALSELL

PROGRAM MANAGER

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Idea Generator

“Economic development is all about building better tomorrows. Having the opportunity to join others in building more vibrant, welcoming communities and positively impacting peoples’ lives and business climates is most rewarding.”

Melissa Halsell is a program manager with TVA Economic Development. Melissa’s current responsibilities include consulting and assisting communities with their retail development attraction and retention strategies. She also collaborates with communities on their Young Talent efforts to attract, retain and advance members of up-and-coming generations. Melissa manages two LinkedIn Groups – TVA Retail Development and Next Gen Communities – which provide gathering places for sharing news, insights and ideas.

On TVA’s Economic Development team for 12 years, Melissa has been engaged in and overseen various programs and initiatives which help communities build their capacities for successful job creation and capital investment. She continues to serve alongside local, regional and state economic development partners, local power companies, and community leaders and stakeholders to create, sustain and foster growth.

Prior to joining TVA, Melissa served on the staff of the Greater Paducah Economic Development Council (GPEDC) and Jackson Purchase Electric Cooperative (JPEC), both in Paducah, Kentucky. At GPEDC, she focused on recruitment and existing industry efforts and assisted with overall strategic planning.

A native of Chattanooga, Melissa earned a bachelor’s degree in communications from the University of Tennessee at Knoxville. She was a 2008 participant in TVA’s Leadership and Management for Accelerated Performance program, a partnership initiative with the Owen Graduate School of Management at Vanderbilt University.

Most recently, Melissa served as the Tennessee Alliance Public Sector Co-Chair for the International Council of Shopping Centers (ICSC). She currently serves on the board of East End Prep, an elementary charter school and participates in 100+ Women Who Care in Middle Tennessee.

Melissa resides in Nashville with her husband John.

Economic Development Team Achievements

Site Selection Named TVA One of Top Utilities for ED 10 Years in a Row

Nashville Business Journal Named TVA ED One of Nashville’s Best Places to Work

Personal Achievements

Certified Rural Electric Communicator

Five Fast Facts

1. Values family, friends, service opportunities and memorable good times
2. Fan of the Big Orange and Rocky Top (also husband John’s Vandy teams when they aren’t playing UT)
3. Enjoys daily doses of Fast Company and Springwise online (among other sites)
4. Community celebrations and festivals enthusiast
5. Connector of dots and generator of ideas

