



ROXANN FRY

TARGET MARKET SPECIALIST – FOOD PROCESSING & GENERAL MANUFACTURING

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The Problem Solver

“Admittedly, I did not grow up thinking, ‘I’m going to become an economic developer,’ but I’m happy I found my way to it! It’s a field where you accumulate a variety of professional skills, a network of contacts and a wealth of business knowledge. As an economic developer, you find yourself in a career where you can find solutions that help improve the quality of life for the people in the communities where you live and work.”

Economic development has given Roxann Fry the opportunity to collaborate and create partnerships, to troubleshoot and provide solutions. Roxann appreciates hard work and ingenuity, which comes in handy when responding to clients’ needs and executing community projects. Beginning with her work as executive liaison at Georgetown College examining different countries’ approaches to economic development, Fry learned to be more resourceful and creative.

Today, Fry utilizes these skills to benefit businesses as a target market specialist with TVA Economic Development (ED) where she is part of the Valley’s global recruitment team. Fry’s primary focus is to help food processing and general manufacturing companies planning to locate or expand in TVA’s region.

She became familiar with TVA ED’s offerings in her prior role as a TVA ED senior regional consultant in Kentucky. Collaborating with local power companies, community leaders, and state and regional economic development partners, Fry helped to foster and sustain job creation and to prepare communities for economic growth.

Before joining TVA in 2008, Fry worked at Greater Louisville Inc. managing the incentives practice, business attraction efforts and existing business expansion opportunities. She also served as a point person for the organization’s bi-state economic development partnerships.

Fry has a bachelor’s degree in marketing, finance and political science from Georgetown College and a master’s in marketing management from the United States Sports Academy. She is a volunteer with Junior Achievement and United Way and has served on the boards of directors of the Kentucky Association of Economic Development, KentuckyUnited and the Kentucky Workforce Investment Board.

Economic Development Team Achievements

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

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

Target Industry Projects

- Bilstein North America
- Champion Petfoods
- Country Oven Bakery
- Constellium/Tri-Arrows
- General Motors-Corvette
- Hill’s Pet Nutrition
- J.M. Smucker Company
- Kobe Aluminum
- Logan Aluminum
- Reinhart Foods
- Sun Products

Personal Achievements

Certified Economic Developer and KAED Allied Professional of the Year, 2012

Five Fast Facts

1. Antiques aficionado
2. Kentucky Derby diva
3. Crafty artisan
4. Piano player
5. Globetrotter