



RACHEL BEATY CRICKMAR

SENIOR PROGRAM MANAGER, PRODUCT DEVELOPMENT SERVICES

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For Quality of Life in the Places We Love

“Economic Development to me is about working to find the best means to improve the quality of life in the places we love.”

Rachel Crickmar serves as senior program manager for Product Development Services for TVA Economic Development. In this role, Crickmar provides product development assistance to TVA customers and stakeholders, particularly in the design and delivery of programs and initiatives that enhance competitiveness for Valley communities.

Prior to her current role, Crickmar managed economic and community development in TVA’s rural counties as senior manager of rural initiatives. In this capacity she focused on providing advice and assistance on rural development initiatives to customers and stakeholders, including local power companies, communities, and existing and new companies. Crickmar has also managed TVA’s Existing Industry Program, where she developed and managed existing business retention and growth initiatives and collaborated with strategic partners to enhance business retention and expansion efforts. Working as a regional development specialist for TVA Economic Development, she delivered a broad range of services designed to help communities by improving their economic development organizations and preparing them for economic growth. Crickmar began her career at TVA in 2001 as an environmental scientist, then moved to TVA Economic Development to support the target industry marketing program.

Crickmar serves on the board of the National Rural Economic Development Association, is a certified business retention and expansion consultant, a graduate of the Basic Economic Development Course at Georgia Tech, and has completed coursework at the University of Oklahoma’s Economic Development Institute. She is also a member of Business Retention and Expansion International, where she served on the membership committee and served as the state chair for Tennessee. A native of Jamestown, Tennessee, Crickmar holds a master’s degree in urban and regional planning from the University of Tennessee in Knoxville, and a bachelor’s degree in environmental science from Tusculum College. She and her husband, David, have two children, Lily and Sam, and reside in Mt. Juliet, Tennessee.

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

Five Fast Facts

1. Love to take crazy vacations to new countries to experience different cultures
2. Most weekends I can be found at the rodeo (with aspiring cowgirl daughter)
3. Soccer enthusiast by marriage (married to an Englishman and goalkeeper’s son!)
4. I could eat Mexican food every day (seriously)
5. I have a dachshund / Jack Russell mix named Charlie that rules our house