



ROXANN FRY

REGIONAL DEVELOPMENT SPECIALIST, MIDDLE TENNESSEE

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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.”

Roxann is a regional development specialist with TVA Economic Development and serves 15 counties in the Middle Tennessee area. This area is experiencing tremendous growth across many business and industry sectors. Fry’s responsibilities include assisting prospective and existing industries, facilitating financial assistance and helping communities support and grow local businesses. She also works with regional partners to implement community preparedness programs, deliver resources and technical assistance, and coordinate TVA’s marketing and business development efforts.

Fry was previously a target market specialist with TVA Economic Development, specializing in the food processing and general manufacturing industries, where she focused on working with companies to locate or expand in TVA’s region. She became familiar with TVA ED’s offerings in her prior role as regional development specialist in Kentucky. Collaborating with local power companies, community leaders and state and regional economic development partners, Fry is continuing to help 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, Kentucky United and the Kentucky Workforce Investment Board.

Economic Development Team Achievements

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

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

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