

Robert E. Leak, Jr., CEcD

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QUALIFICATIONS

Over 33 years as an economic development and real estate professional with a proven track record in analyzing and meeting the needs of clients. Proficiency and competency in relating to people; team building; discovering needs and/or problems; and advocating the proper solution in order to close the sale.

EXPERIENCE

6/89 - Present: WINSTON-SALEM BUSINESS INC. President

Manage all activities of this community economic development organization. Responsibilities include developing and managing the operating budget, marketing, strategic planning, client development and staff supervision.

- Manage annual operating budget of \$625,000.
- Direct monthly board meetings.
- Supervise staff of 2-5 professionals.
- Directly involved in the location or expansion of over 127 companies into Forsyth County.
- Developed a 168 acre and 403 acre business park in Forsyth County

6/89-9/91: Director of Economic Development

Responsible for managing all client development functions including targeting, marketing, ally development, demographic information and client servicing.

- Planned, organized and implemented over 30 direct sales missions.
- Developed annual marketing plan.
- Prepared all phases of client serving including: market analysis, site/facility tours, labor studies and community tours.

1/88 - 6/89: CAROLANTIC REALTY, INC. Broker, Commercial and Industrial Real Estate

- Managed sales and marketing of commercial and industrial property.
- Identified and solicited property listings.
- Established and maintained rapport with local, state and national developers.
- Targeted specific companies and users of industrial and commercial property.

8/85 - 1/88: FIRST UNION NATIONAL BANK Vice President, Director of Economic Development

- Established and maintained rapport with the state-wide economic development team, including the North Carolina Department of Commerce, Chambers of Commerce, community economic development organizations, utilities, contractors, etc.
- Developed and implemented marketing plan, brochures and target mailing lists.
- Maintained and updated database used in presentations and proposals.
- Established and maintained rapport with key First Union National Bank personnel for the purpose of prospect development.
- Assisted with credit analysis of bank economic development prospects.
- Identified and developed prospects and assisted in all phases of their location.

**4/83 - 8/85: Rome and Floyd County, Georgia Industrial Development Commission
Executive Director**

- Managed planning, budgeting and accounting for the commission.
- Designed and implemented community marketing plan.
- Establish and maintain rapport with local state-wide industrial development allies.
- Identify and contact target industry group.
- Developed “250 club,” solicit membership and directed quarterly meetings.
- Directed quarterly board meetings and monthly executive committee meetings.
- Planned and conducted an international marketing/prospect trip with community leaders.
- Assisted prospects with all phases of their project including: site and facility information, financing, construction, labor, taxes, etc.

**5/81 - 4/83: Greater Greenville South Carolina Chamber of Commerce
Assistant Manager of Economic Development**

- Assisted manager with all phases of operation including: budgeting, program of work, marketing and prospect assistance.
- Designed sales brochure for “300 for Greenville County” and conducted meeting for the group.
- Established and maintained rapport with local and state-wide economic development allies.
- Assisted prospects in all phases of their projects.

EDUCATION:

University of North Carolina at Chapel Hill, B.S. Degree in Business Administration, May, 1981

University of Oklahoma - Economic Development Institute, August, 1984

Wake Forest University Babcock School of Management, MBA, May, 1997

HONORS AND ACTIVITIES

- Certified Economic Developer, October 1990.
- American Economic Development Council, EDI Student Leadership Award, 1984.
- Adjunct professor, real estate, Wake Forest University, 2008 – present.
- Licensed North Carolina Real Estate Broker.
- Current membership in: North Carolina Economic Developers Association (NCEDA), Southern Economic Development Council (SEDC), International Economic Development Council (IEDC).
- Board of Directors – AEDC (now IEDC), 1985-1989.
- Board of Directors - SEDC, 1993-1995.
- Chairman, Information Resources Committee - AEDC, 1986-1987.
- President - Rome Jaycees, 1985-1986.
- Graduate, Leadership Raleigh, 1987.
- Vice President - Winston-Salem Jaycees, 1990-1991.
- Winston-Salem Jaycees Distinguished Service Award, 1994.
- Graduate, Leadership Winston-Salem, 1993.
- *Site Selection* magazine’s Top 12 Young Economic Developers in the USA, 1993.
- *Southern Business and Development* magazine - Southern Economic Development Practitioner Award, 1994.
- NCEDA Economic Development Practitioner of the Year, 1995-1996.
- Board of Directors North Carolina Economic Developers Association, 1995 -2001, 2012 - present.
- Participant, BellSouth Leaders for the 21st Century Seminar, December 1997.
- President, North Carolina Economic Developers Association 1999-2000.
- North Carolina Economic Development Board 2000.