

Robin H. Spinks

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PROFESSIONAL BIOGRAPHY

Current Responsibilities:

Greenfield

**Wrightsville Beach, NC
Partner, 1999 - Present**

Ms. Spinks is a professional economic development consultant with over 35 years in local, regional, and private economic development. Greenfield specializes in both public and private economic development activities. Whether working with communities to identify target markets or develop new sites / infrastructure, or working with private companies to develop new facilities and complete the site selection process, Ms. Spinks excels in blending all aspects of economic development into successful projects, but specializes in the fields of private company site selection and energy industry consulting projects.

Recent projects include the following examples:

- ✦ Developing a Highest and Best Use Analysis for Alcoa's Badin Works, former aluminum smelter.
- ✦ Working with Chris Craft, Indian Motorcycle and Local Motors, as well as other companies, to find suitable site locations for their specific projects.
- ✦ Providing a site search throughout the US for a \$750 million power plant.
- ✦ Assisting ElectriCities of North Carolina, Inc., with pursuing all of their sales leads and follow up for new industrial projects throughout the State of North Carolina.
- ✦ Developing a Target Marketing Plan for the Alamance Area Chamber of Commerce.
- ✦ Working with a regional economic development organization to identify potential sites for power plants and targeted power producers.
- ✦ Identifying sites and developing a Product Development Implementation Plan for Greene County, NC.
- ✦ Acting with partner, Mary Lilley for approximately two years as interim economic developers for Moore County Partners in Progress in Pinehurst, NC.
- ✦ Completing a comprehensive Load Growth Study for both of the regional power agencies for ElectriCities of North Carolina, Inc.
- ✦ Managing several NC Certified Site applications.
- ✦ Writing a white paper on the Hydrogen Economy for an interested client.
- ✦ Completing incentive applications for Mack Truck's headquarters move to Greensboro, NC.

Previous Experience:

- ✦ **Cogentrix Energy, Inc.**
Vice President of Industrial Marketing/Project Development
Charlotte, NC 1990 – 1999

Organized and implemented sales and project development efforts to potential customers for new power plants throughout the US. Reviewed projects in over thirty-five (35) states. Specialized in marketing to industrial steam users with secondary emphasis on utility wholesale purchasers. Tasks included strategic marketing exercise to determine the target markets, developing a plan to penetrate the market and organizing a team to implement the plan. Spoke and published regularly at national and regional trade meetings.

Other tasks included reviewing special projects to enhance operating profitability such as promoting new industrial locations adjacent to existing plants, fuel diversification efforts and studies for acquisition of new business ventures.

✦ **Edgecombe County Development Corporation**
Executive Vice President
Tarboro, NC 1984 – 1990

Planned and implemented programs to create jobs and increase the tax base in Edgecombe County and its municipalities. Created marketing strategies and developed promotional tools to recruit new businesses. Maintained statistical information, community data and available site/building data for prospective clients. Encouraged and planned the development of infrastructure to support economic development. Planned and fully implemented development of Fountain Industrial Park and coordinated the initial planning, including property and funding acquisition for an agri-business park. Acted as liaison between existing industry and governmental units. Coordinated and reported to a volunteer Board of Directors for this non-profit corporation. During the six (6) years, recruited fourteen (14) new industries and twenty-five (25) existing industry expansions representing \$270 million of new investment and 2,100 new jobs in a county of 70,000 population.

✦ **J.E. Sirrinc Company**
Planner – North Carolina Division
Research Triangle Park, NC 1979 – 1984

Coordinated all planning activities for this Division of an engineering, architectural and planning firm. Responsible for the support studies for major capital projects including fuel availability and cost studies, transportation studies, site selection, environmental / socio-economic impact studies, financial feasibility analysis and market studies for products and services. Prepared project scopes of work, estimated man-hours and developed budgets for planning tasks. Performed industrial design market analyses, as well as market diversification strategies and resulting manpower recommendations.

✦ **J.E. Sirrinc Company**
Research Planning Assistant - Corporate Division
Greenville, SC 1977 – 1978

Provided socioeconomic and business-related research and analysis support to project planners involved in industrial development projects and Sirrinc corporate planning.

✦ **Greenville County Redevelopment Authority**
Community Development Intern
Greenville, SC 1977

Authored a booklet for developers that analyzed possible Section 8, New Construction Sites in Greenville County. Initiated and processed loan/grant applications for the Community Development Block Grant Program and HUD Section 312 Loan Program. Assisted in the Neighborhood Enrichment Program.

Education:

Furman University, Greenville, SC
Bachelor of Arts in Urban Studies, 1977

Other Experience:

- ✦ Frequent presenter/trainer at economic development conferences and organization Board meetings.
- ✦ Guest Lecturer, NC Economic Development Institute

Licenses:

- ✦ North Carolina Real Estate Broker License
- ✦ FAA Private Pilot License

Professional Affiliations:

- ✦ North Carolina Economic Developers Association,
Former Board of Directors, Secretary-Treasurer

Other Affiliations:

- ✦ Former investor/Managing Member of a Minor League Baseball Franchise
- ✦ Local Motors, visionary car development company
- ✦ Owner/Managing Member of Greenfield Energy, LLC, a specialty equipment and energy consulting business operated by partner