



THRIVE2023

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St. Tammany Corporation CEO Announces Ashley Llewellyn as Director of Strategic Initiatives

Organization Builds Staff Capacity as Part of THRIVE2023 – St. Tammany’s Five-Year Economic Development Strategic Plan

MANDEVILLE, La – Today, Chris Masingill, CEO of the St. Tammany Corporation, is pleased to announce that Ashley Llewellyn has transitioned into a new role within the Economic Development Organization as part of the recent increase in staff capacity and organizational sophistication and will now be its Director of Strategic Initiatives. Llewellyn has worked as an economic development practitioner in St. Tammany since June 2013, and in her new role, she will lead various initiatives, programs and projects under the banner of *THRIVE2023* – St. Tammany’s 5-Year Economic Development Strategic Plan. She will coordinate implementation of the strategic plan, create programs focused on workforce development and talent retention and create opportunities for increased engagement with existing and new stakeholders.

“I am very excited about Ashley’s transition into this new role. Her area of expertise paralleled with her unwavering commitment to economic development will add another level of capacity and sophistication to our operation,” said Masingill. “She understands that action- and results-oriented collaboration drives progress, and together, we are all about actively engaging community stakeholders and strategic partners on real-world initiatives that directly impact education, workforce and talent development, business retention and regional competitiveness.”

“This brand-new position combines my passion for economic and workforce development with my skills of coalition building, program development, and solutions-driven action,” said Llewellyn. “I am excited to implement the cross-cutting strategies described in *THRIVE2023* to produce tangible outcomes and measurable impact for our community.”

In 2014, Llewellyn established an annual Workforce Development Series in St. Tammany Parish that engaged business, education, nonprofit and governmental partners in conversations about regional workforce needs and trends. The success of this initiative contributed to the development of industry-driven curriculums in the area. In 2017, Ashley was selected from a competitive candidate pool to deliver an “ED Talk” during the inaugural session at the IEDC Annual Conference in Toronto, Ontario. Her topic was *Find the Doers: Expanding Workforce Capacity through Coalition* – focusing her speech on these workforce development strategies. As Director of Strategic Initiatives, she will continue to concentrate on 21st century workforce development programs and opportunities that will position the future leaders and doers from St. Tammany to contribute to the region and the country in a positive and progressive way.

Ashley graduated from the University of Southern Mississippi with a Master of Science in Economic Development in 2011. In 2017, she earned the Certified Louisiana Economic Developer certification, and she is a graduate of the University of Oklahoma’s Economic Development Institute. In July 2018, she was honored as the Outstanding Millennial in Economic Development at the Millennial Awards.

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About St. Tammany Corporation: As the lead economic development organization for St. Tammany, the St. Tammany Corporation functions as the comprehensive resource center for business formation throughout the parish. The services provided by the St. Tammany Corporation include, but are not limited to, business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany.