

Virginia Association of Planning District Commissions  
2015 Winter Conference  
Thursday, February 5 – Friday, February 6, 2015  
*A Regional Approach to Virginia's Workforce Challenges and Opportunities*

Speaker Profiles

**Martin Briley**  
President & CEO  
Virginia Economic Development Partnership

**Martin Briley** was unanimously selected by the Board of Directors of the Virginia Economic Development Partnership as President and CEO of VEDP effective October 24, 2011. He is a senior executive with more than 25 years of leadership experience in local, state, national, and international business development and management.

Previously, he served as Executive Director of the Prince William County Department of Economic Development. During his tenure, Prince William's economic development success rose from an annual average of \$20 million to \$250 million per year, totaling \$3.46 billion of announced investment. At-place employment has grown 50% adding 36,000 jobs, including 14,500 high-paying technology jobs. Such success was recently noted by *CNN Money* ranking Prince William #13 nationwide for job growth for the ten-year period 2000 to 2010.

During the preceding seven years, Mr. Briley was employed by the Office of the Governor, Virginia Department of Economic Development (subsequently the Virginia Economic Development Partnership), and served initially as international marketing manager. Prior to his work for the Commonwealth, he was employed abroad by Honeywell's Tetra Tech International as the Director of Finance and Administration managing multiple departments and a \$50 million budget for large-scale infrastructure development projects in the Sultanate of Oman. He has also held such positions as assistant professor at the Macau Institute in Southeast Asia and worked for the Office of the Governor in Alaska.

Mr. Briley served previous Virginia gubernatorial administrations as director of the Kuwait Redevelopment Assistance Group and as a member of the Governor's Biotechnology Advisory Board, the Attorney General's Task Force on Regulatory Reform, and the Governor's Post-Attack Economic Response Task Force. Mr. Briley is a member of the International Economic Development Council and a Certified Economic Developer (CEcD). He is also an associate member of CoreNet Global, a member of the Virginia Economic Developers Association (VEDA), and the recipient of the 2003 VEDA Cardinal Award.

Mr. Briley earned a Bachelor of Science degree in 1975 and a Master of Public Administration degree in 1981 from Virginia Commonwealth University. He resides in Virginia with his wife Susan, and they are the parents of three children - Christopher, Sofia, and Danny.

**Kartik Athreya**  
Group Vice President, Microeconomics and Research Communications  
Federal Reserve Bank of Richmond

**Kartik Athreya** is group vice president for microeconomics and research communications in the Research Department. Athreya's work has been published in the *Journal of Monetary Economics*, *American Economic Journal: Macroeconomics*, the *Review of Economic Dynamics*, the *Journal of Economic Dynamics and Control*, and other academic journals. He is also an associate editor at the *Journal of Economic Dynamics and Control*. Recently, Athreya taught a doctoral course at the University of Virginia. Prior to joining the Richmond Fed in 2000, Athreya worked at Citibank in New York City. Athreya received a B.S. from Iowa State University and a Ph.D. in Economics from the University of Iowa.

**Jennifer Giovannitti**  
**Regional Community Development Manager**  
**Federal Reserve Bank of Richmond**

**Jennifer Giovannitti** is a Regional Community Development Manager with the Federal Reserve Bank of Richmond. Jennifer Giovannitti is a Regional Community Development Manager with the Federal Reserve Bank of Richmond. The Community Development department identifies and addresses a broad spectrum of challenges confronting low- and moderate-income communities, partnering with nonprofits, financial institutions, government agencies and academic institutions.

Prior to joining the Richmond Fed, Ms. Giovannitti served as the Executive Director of the Randolph County Development Authority (RCDA). The economic development efforts of the RCDA involved real estate development, Brownfield redevelopment, business recruitment and retention, regional marketing, workforce development, and strategic planning. Ms. Giovannitti managed a best practice training and business incubator facility and was part of the leadership of the West Virginia's Hardwood Alliance Zone, a seven county organization dedicated to promoting the wood products industry in the central highlands of West Virginia.

Ms. Giovannitti has been working in the field of land use planning and economic development for over fifteen years. She obtained a Bachelor Degree from the University of Pittsburgh, and a Masters Degree in Community and Regional Planning from the University of British Columbia. She holds professional certifications in planning and economic development, (1998) American Institute of Certified Planners and (2009) International Economic Development Council.

**Ann Battle Macheras**  
**Vice President, Regional Research**  
**Federal Reserve Bank of Richmond**

**Ann Battle Macheras** is vice president of the Research Department's Regional Economics division. Macheras oversees a professional staff engaged in research and analysis of regional economic conditions, and advises internal Bank leadership in this area as well. In addition, she supports regional outreach efforts to share economic analyses and insights across the Fifth District.

Prior to joining the Richmond Fed in February 2009, Macheras was senior economist for the Virginia Economic Development Partnership (VEDP). She managed a research group that analyzed regional economic trends and labor market information in support of VEDP's marketing efforts. Macheras previously worked at Chmura Economics & Analytics as a senior economist and at SunTrust Bank as a regional economist. She has also taught economics at the University of Richmond, Virginia Commonwealth University and Randolph-Macon College. Macheras received a B.S. from Georgetown University and a Ph.D. from University of North Carolina at Chapel Hill.

**Sandra L. Tormoen**  
**Assistant Vice President and Community Affairs Officer**  
**Federal Reserve Bank of Richmond**

**Sandra Tormoen** is Assistant Vice President and Community Affairs Officer for the Federal Reserve Bank of Richmond. She is responsible for leading community development outreach programs, research and analysis and content development for publications, websites and speeches. Sandy, who joined the Richmond Fed in 1993, has had responsibility within a variety of functions across the Fed including Research, Human Resources, IT, Corporate Support Services and Civic Engagement.