Grady Fitzpatrick
Vice President, Business Development
Greater New Orleans, Inc.

Grady Fitzpatrick joined Greater New Orleans, Inc. in 2011 as Vice President of Business Development. In this role, Grady markets the 10-parish Southeastern region of Greater New Orleans working to attract new jobs and investment in areas such as corporate headquarters, software, digital media, and advanced manufacturing.

Previously, Grady held the position of Senior Business Development Manager of Economic Development for the Metro Atlanta Chamber. He carried out all aspects of site selection for competitive domestic and international business recruitment projects. Grady successfully recruited over 15 domestic and international companies to Atlanta, representing over $300M in new capital investment and over 2,500 new jobs for Atlanta.

Grady also worked at PricewaterhouseCoopers in the Sales and Business Development division. This group was responsible for developing sales strategies to drive new business revenue opportunities for clients in the Southeast region. Prior to PwC, Grady was a sales executive for XO Communications and spent 6 years with the Discovery Channel in their programming and marketing departments.

A graduate of Boston College with a B.S. in Communications, Grady completed his MBA with a concentration in Real Estate at Georgia State University.

He is an active member of the Young Leadership Council of New Orleans and the Louisiana Industrial Development Executive Association.
University of New Orleans Economic Outlook

May 9, 2014
Greater New Orleans, Inc.

GNO, Inc. Overview

GNO, Inc. is the economic development organization serving the ten parishes of Southeast Louisiana.

Product Development
- Policy
- Workforce
- Brand Development
- Access to Capital

Business Development
- Business Attraction
- Business Growth
- Business Retention
- Research
Role in the Region
GNO, Inc. is the regional economic development hub, serving to coordinate, consolidate and catalyze economic development activity.

Evidence
Louisiana and New Orleans are at their highest point, in nearly every ranking, in history.
Population and GDP growth is tops in the nation.

Key Drivers

Louisiana is enjoying its biggest industrial boom since the oil bust in the 1980s, experiencing tens of billions of dollars of investment.
Key Drivers

Technology companies are driving high-wage job growth

**Forbes**

The Big Cities Winning: The Battle For Information Jobs

GE Capital

300 jobs @ $100K

Cities Winning Tech Jobs

#1 Silicon Valley
#2 San Francisco
#3 New Orleans

Next Steps

GNO, Inc. created the MediFund to make our medical centers into economic engines.

- Destination Healthcare
- 10,000+ jobs
- $93,000 avg salary

“One of every four hotel stays in the Houston area is related to health care and the Texas Medical Center.”
**Next Steps**

Direct to Europe (in process)

---

**Economic Development Success**

We are starting a “virtuous cycle.” – Smoothie King Retention
DestinationGNO.com

Working directly with numerous individual and family relocations, GNO, Inc. has tried to address the key issues from the perspective of those facing potential moves.

~Thank You~
Grady Fitzpatrick
504.527.6986
gfitzpatrick@gnoinc.org