

**Education:**

M.B.A., MARKETING, UNIVERSITY OF NEW ORLEANS

B.A., SOCIOLOGY, UNIVERSITY OF NEW ORLEANS

DIPLOMA, ECONOMIC DEVELOPMENT INSTITUTE

DIPLOMA, COMMUNITY DEVELOPMENT INSTITUTE

**Professional Qualifications:**

- OVER 15 YEARS IN MARKETING AND RESEARCH FOR CORPORATIONS IN VARIOUS INDUSTRIES AND ECONOMIC DEVELOPMENT ORGANIZATIONS
- PRIMARY MARKET RESEARCH INCLUDING PERSONAL INTERVIEWS, FOCUS GROUPS, SURVEYS, AND MYSTERY SHOPPING
- ECONOMIC, MARKET AND TARGET INDUSTRY ANALYSIS
- MARKETING STRATEGY
- PROFESSIONAL WRITING FOR ECONOMIC DEVELOPMENT NEWSLETTERS
- EXPERIENCE IN DATABASE DESIGN AND DEVELOPMENT

**Professional Experience:**

- ASSOCIATE, TAIMERICA MANAGEMENT COMPANY, 2000 - PRESENT
- RESEARCH AND MARKETING MANAGER, ENTERGY LOUISIANA ECONOMIC DEVELOPMENT, 1993 - 2000
- ECONOMIC AND MARKETING RESEARCH CONSULTANT, 1993 - 1995
- INDEPENDENT MARKET RESEARCH STUDY, UNIVERSITY OF NEW ORLEANS M.B.A. PROGRAM, 1994 - 1995
- GRADUATE ASSISTANT, DIVISION OF BUSINESS AND ECONOMIC RESEARCH, UNIVERSITY OF NEW ORLEANS, 1992 - 1993
- SALES AND MARKETING, WESTIN HOTELS AND RESORTS, 1986 - 1

## Ardyn M. Thriffiley, CEcD

### Associate

Ardyn Thriffiley, an Associate with Tamerica, has spent over 15 years in the field of research and marketing in various industries and economic development organizations. Her expertise includes primary market research and grant writing. She has done projects in economic, market and target industry analysis, marketing strategy, and professional writing for economic development newsletters. Ms Thriffiley is also experienced in database design and development.

Ms. Thriffiley spent many years with Entergy Louisiana's Economic Development Group where she established a research center containing resources used in the site selection decision making process including the AEDC award winning web site, a web-based searchable database of available buildings and sites, parish and community profiles, marketing materials on key resources in Louisiana communities, and research and analysis of target industries for Louisiana..

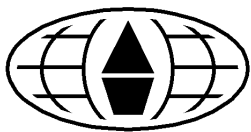
Ms. Thriffiley holds an M.B.A. in Marketing and a B.A. in Sociology from the University of New Orleans. She has earned the Certified Economic Developer (CEc.D) designation from the International Economic Development Council, and has also received continuing education diplomas from the Economic Development Institute and the Community Development Institute.

**Representative Projects:**

- Grant writing for Jefferson Parish Economic Development Commission
- Website development for Ascension Economic Development Corp., 2006
- Economic Development Strategic Plan for Richland, Washington, 2004
- Economic Analysis and Economic Development Strategy for LaSalle Parish, Louisiana, 2003
- Economic Development Strategic Plan for Madison County, Mississippi, 2003
- Houma-Terrebonne Economic Development Strategy and Plan, Terrebonne Parish, Louisiana, 2003
- Economic Development Strategic Plan for Livingston Parish, Louisiana, 2000

**Publications**

“Applying the National Data Standards”, Inside E.D., April 2001 (former newsletter for the American Economic Development Council)



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