

## AREAS OF EXPERTISE

Board Management  
Business Development  
Consultative Sales  
Delivery of Measureable Results  
Government Affairs  
Public Speaking  
Public-Private Partnership  
Management  
Site Selection Consulting  
Statutory Incentive Rules  
Development  
Statutory Tax/Grant Incentive  
Advisement  
Strategic Planning  
Territory Management

## EDUCATION & TRAINING

**B.S.B.A Marketing**  
University of Arizona  
**Real Estate Sales License**  
Arizona School  
of Real Estate and Business

## SPEAKING ENGAGEMENTS

NAIOP, Speaker Series  
Digital Realty Trust's Executive  
Roundtable Forum  
Greater Phoenix Chamber of  
Commerce EDC  
Hewlett Packard's Data  
Center Forum  
Greater Phoenix Economic Council  
EDDT Forum  
AZ Growth Advisors CFO Forum  
Business Forums International  
SAAR Annual Economic Forum

## PROFESSIONAL ORGANIZATIONS

AAED  
CoreNet Global  
NAIOP

## VOLUNTEER WORK

Honorary Commander  
Luke Air Force Base, 61<sup>st</sup> FS  
Phoenix Art Museum – MAC

*"I've always found Geoff to be professional in his conduct and amazingly timely in his communications. He has a calm and focused demeanor that's strategic and results driven. If you have a chance to work with Geoff I can guarantee that you will find it to be an enjoyable experience."*

*Devin Whitney, Sr. Mgr., State  
Government Relations at PayPal*

## PROFESSIONAL EXPERIENCE

### Vice President, Business Expansion

*April '13-Present*

ARIZONA COMMERCE AUTHORITY, Phoenix, Arizona

- Led over 74 companies through corporate expansions and relocations resulting in over \$1B of new capital investment and the creation of over 8,000 new jobs in the State of Arizona
- Exceeded 142% of business plan in first year, 130% in the second year and 140% in the third year by applying a proactive direct and indirect sales approach
- Successfully secured over \$90M in statutory tax credits and discretionary grants for over 40 companies
- Key advisor to senior executives through corporate relocation or expansion to help strategically integrate corporate tax, government relations, and corporate real estate strategies
- Primary consultant to data center developers, site selectors and end users seeking to locate or expand in Arizona while providing guidance on new legislation, Certified Data Center (CDC) tax exemption
- Principal contact for economic development partners in the private and public sectors seeking consultation on site selection, state tax and regulatory environment, workforce analytics and statutory incentive programs
- Innovation and Technology Committee – Governor Ducey's Arizona Zanjeros Business Leadership Council (ACA Chairperson)

### Director, Business Development

*August '12-February '13*

ARIZONA SUN CORRIDOR, Phoenix, Arizona - Contractor

- Developed and successfully executed business attraction strategy for California based companies on behalf of a coalition of economic development groups including Flagstaff, Phoenix, Pinal County, Tucson and Yuma
- Exceeded 104% of goals for defined scope of work for Sun Corridor project
- Redeveloped and launched website, collateral and direct marketing program
- Provided integrated consultation to state's economic development executives as they developed strategy for launching offices in Northern and Southern California

### Senior Sales Manager

*April '04 -April '12*

YELP, Scottsdale, Arizona

### Director of Business Development

LIFELOCK / ID WATCHDOG, Tempe/Scottsdale, Arizona

### Sales Manager

TW LEWIS / PULTE DEL WEBB, Tempe/Scottsdale, Arizona

- At Yelp, managed a team of 12 senior account executives, resulting in over 100% of booked revenue quota per quarter
- Increased sales 25% and revenue 138% within three months by training sales team to revisit all existing affiliate and direct relationships with LifeLock
- Increased employee benefits channel to 74% of overall business at ID Watchdog
- Developed and implemented a trade-in home program, selling 25 new homes and 2/3 of acquired homes within 90 days of launch at TW Lewis
- At Pulte Del Webb, designed a unique lease-purchase program which decreased standing inventory by 66% in eight months