

# TVA Economic Development

## ONE SOURCE



### **John Bradley** Senior Vice President, TVA Economic Development

John Bradley is a veteran economic development professional with 30 years' experience. He came to TVA in 2002 from the Memphis Regional Chamber of Commerce, where he was senior vice president of economic development.

During his tenure at TVA, Bradley has implemented a broad range of new initiatives, including a targeted industrial recruitment program and increased support for community development and existing business and industry.

Most recently, Bradley led the development of the Megasites Certification Program, an innovative approach whose goal is to attract large automotive manufacturers and related industries by offering an inventory of certified sites that meet the development needs of the industry. As of December 2008, five of the eight megasites had been sold to major companies—Toyota, SeverCorr, PACCAR, Volkswagen, and Hemlock Semiconductor/Dow Corning.

Bradley's accomplishments led *Southern Business & Development* magazine to name him one of the Top 10 Who Made a Difference for 2006. His impact is also reflected in *Site Selection* magazine's choice of TVA Economic Development as one of the Top Utilities in North America in 2006, 2007, and 2008.

Bradley majored in marketing at the University of Tennessee and graduated from the Economic Development Institute of the University of Oklahoma. He is past chairman of the Tennessee Economic Partnership and past president of the Tennessee Industrial Development Council. He and his wife, Kellye, have three children.

