



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 companies. These initiatives include:

- The Megasites Certification Program, an innovative approach to attracting large automotive manufacturers and related industries by offering an inventory of certified sites. Five of the eight megasites had been sold to major companies, including Toyota, VW, Hemlock Semiconductor/Dow Corning, Severstal, and PACCAR.
- The Valley Investment Initiative, which provides incentives for qualifying existing and new companies in the TVA region based on factors such as their long-term power commitments, capital investments, jobs, energy efficiency and power use.
- The Data Center Sites Identification Initiative, in which Deloitte Consulting is helping communities learn about key elements companies look for when selecting a data center site and identifying sites in the region that best meet those criteria.
- TVA's Rural Development Strategy, which supports economically distressed communities by helping them prepare for industrial prospect visits, evaluate their technology capabilities, create marketing plans, and enhance their portfolios of industrial buildings and sites.

Bradley's accomplishments led *Southern Business & Development* magazine to name him one of the Top 10 Who Made a Difference. In addition, *Site Selection* has named TVA one of the Top Utilities in North America for economic development every year from 2006 through 2009.

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.