

TVA Economic Development

ONE SOURCE. SEVEN STATES.



Heidi Smith General Manager, Global Business and Community Development

Heidi Smith is responsible for TVA Economic Development's relations with its regional industrial development association partners. She manages the target market specialists and field staff operations, ensuring that all goals meet or exceed TVA standards throughout the seven-state TVA area.

Smith also conducts facilitative selling classes for various organizations in the area. Facilitative selling is a systematic framework for developing strong customer relationships by putting the customer first.

Before joining the Tennessee Valley Authority in 2002, Smith worked for Centex Inc. as vice president of business development. Her areas of concentration included qualifying and developing new business, maintaining relations with the existing client base, and overseeing marketing efforts for the company. Smith also worked with AMC Theaters as a promotional and creative manager for over 12 movie theatres.

Smith earned a bachelor of science degree in marketing and communications from the University of Arkansas.

