



## Heidi Smith

DIRECTOR, GLOBAL BUSINESS

Heidi Smith is responsible for TVA Economic Development's recruitment and business development efforts. She oversees management of the target market specialists and field operations staff to ensure that all goals meet or exceed TVA standards throughout the seven-state TVA service region.

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