

JANET LaBAR
Charlotte Regional Business Alliance
President and CEO



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Janet LaBar A seasoned regional economic development leader with strong communications, strategy and operations skills, LaBar was selected to lead the Charlotte Regional Business Alliance following a four-month national search.

As President and CEO, LaBar is leading CLT Alliance in a new direction to ensure the Charlotte region is the most vibrant, innovative and healthy economy in the nation. Through collaboration, the CLT Alliance is advancing a region that creates economic opportunities and prosperity for all.

Prior to joining the Alliance team in April 2019, LaBar held the same position at Greater Portland Inc (GPI), a regional public-private partnership that markets the Greater Portland metropolitan and helps companies expand and relocate to the region.

Under her leadership, GPI assisted 31 company expansions or relocations, which will generate nearly 2,800 jobs and nearly \$153 million in income. LaBar led the planning process for Greater Portland 2020 — the region's five-year comprehensive economic development strategy. Focused on three core pillars of People, Business and Place, the plan is rooted in guiding principles of equity and advancement and has a goal of shared economic prosperity for all across the region.

LaBar started her economic development career in 2002 at the Center for Workforce Development at the Maricopa Community Colleges in Tempe, Arizona, where she managed research and communications for the district-wide Center. From there, LaBar spent a decade at the Greater Phoenix Economic Council (GPEC), serving in key positions including Senior Vice President of Strategic Integration, Senior Vice President of Marketing and Communications, and Director of Product Improvement. Her rise at GPEC topped as Chief Performance Officer, a role in which she oversaw day-to-day operations, organizational performance, strategic initiatives and action plans.

LaBar serves on the boards of Charlotte Center City Partners and Charlotte Sports Foundation and is a member of the Federal Reserve Bank's Charlotte Industrial Roundtable.

LaBar earned a bachelor's degree in communication arts from the University of West Florida and an MBA in marketing from the University of Phoenix. She and her husband are proud parents to an older daughter and younger daughter/son twins.