



Joe Snell

President & CEO

520-243-1970

Joe brings nearly 20 years of experience in his role as the first President of TREO. Joe has extensive skills and knowledge in building competitive, balanced economic development organizations from his previous positions: President of the Metro Denver Network; Executive Vice President with the Denver Metro Chamber of Commerce; President and CEO of Northern Douglas County/Parker Area Economic Council, Inc.; Executive VP of Reno County Economic Development, Inc.; Director of Community Development at the Greater Albuquerque Chamber of Commerce; and Executive Director of the Rio Rancho Economic Development and Chamber of Commerce. Joe's commitment to regionalism is integral to TREO's position as a catalyst for the community's economic development future as he oversees the strategy, direction, collaborative agreements, and finances of the organization. Joe is Chairman of the Arizona Global Network and is a member of several boards and committees: The Arizona Association for Economic Development; the Metropolitan Convention and Visitors Bureau; the Governor's Workforce Council; the Bioscience Roadmap Steering Committee; and the Arizona Department of Commerce's Commerce and Economic Development Commission Finance Steering Committee. Joe holds a bachelor's degree from the University of Nebraska and is a graduate of the Institute of Organizational Management, which is sponsored by the U.S. Chamber of Commerce.

Kristine Peiffer

Executive Assistant

Kristine.Peiffer@treoaz.org

520-243-1932

Kris has over six years of experience working in Economic Development. Kris performs, coordinates and oversees diversified office administrative duties in support of TREO's CEO. She interacts with all departments to support the organization's regional economic development vision.

Lee J. Smith

Sr. Vice President, Business Development

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520-243-1909

Lee has over 35 years of combined private and public sector experience in business and economic development. He has held senior executive positions with a number of national and international design and manufacturing firms and successfully started and directed his own Tucson-based systems engineering company that employed over 50 professionals. While with the City of Tucson's Office of Economic Development, Lee was very active with the federal Manufacturing Extension Partnership (MEP) program assisting local businesses to become globally competitive and was also responsible for development and oversight of the City's BusinessLINC program that focused on increasing national and international supply chain participation opportunities for local businesses. For the past 4 years, Lee has been responsible for TREO efforts associated

with existing business retention and expansion activities as well as efforts to recruit new business/companies to the Tucson area. Lee is affiliated with the American Society of Manufacturing Engineers, the Computer and Automated Systems Association of SME, the Industrial Designers Society of America, and the American Marketing Association.

Laura Shaw

Sr. Vice President, Marketing & Communications

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520-243-1940

Laura Shaw joined TREO in October 2005 with nearly 20 years of marketing experience in the areas of strategic planning, fundraising, advertising, communications and community/public relations for economic development, media and private sector organizations. Laura's duties include Tucson region and TREO branding, development and implementation of business attraction marketing strategies, management of TREO publications and web marketing efforts, and media relations. In the community, Laura is involved in the Literacy for Life Coalition, the Carondelet Strategic Planning Committee, the Regional Town Hall Implementation and Tucson Values Teachers committees, the Metropolitan Education Commission, and graduate of Greater Tucson Leadership and Co-chair of Economic Development Day. Laura is a graduate of Vanderbilt University.

David Welsh

Sr. Vice President, Strategic Partnerships

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520-243-1922

David has 20 years of experience in economic development and business advocacy. As the founding executive director of the Northwest Environmental Business Council (NEBC), David developed skills in organizational management, business advocacy, event management, and trade association development. In addition to leadership of NEBC, David's previous positions include, Executive Director of the Oregon Environmental Technology Association; CEO/President of Big Brothers Big Sisters of Tucson; and Director of Economic Development for the Town of Oro Valley. As Sr. Vice President of Strategic Partnerships, David is responsible for management of a wide range of economic development programs and projects while focusing on working with stakeholders and regional economic development partners. David holds a bachelors of science in business administration from the University of Colorado and a masters of science public administration from the University of Oregon.

Cathy Casper

Sr. Vice President, Business Administration

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520-243-1960

Cathy is a certified public accountant with over 20 years of governmental, non-profit and private sector accounting experience. She started her accounting career in Washington, D.C. as a budget analyst for the Department of Treasury / Bureau of Engraving & Printing. She served as the Chief Financial Officer and Director of Membership for a 55,000 member non-profit lobbying organization headquartered in Washington, D.C. for over 12 years. After relocating to Tucson, Cathy held the CFO position with Old Tucson Studios and Controller for the Biosphere 2. At TREO, she oversees the day to day financial affairs and human resource operations. Cathy earned a Bachelor of Science in Business Administration with a major in accounting from the University of Louisiana.