



TREO Staff

TREO's staff is comprised of economic development professionals dedicated to implementing the mission of TREO with the highest standards of quality, efficiency and professionalism.

TREO Executive Staff:

Joe Snell, President & CEO

520.243.1970

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.

Kristine Peiffer, Assistant to the President

520.243.1962 or kristine.peiffer@treoaz.org

Kris performs, coordinates and oversees diversified office administrative duties for TREO's CEO.

Lee J. Smith, Sr. Vice President, Business Development

520.243.1909 or lee.smith@treoaz.org

Lee oversees expansion/retention of existing Tucson-area business and also assists businesses considering relocating/expanding to the Tucson region.

David Welsh, Sr. Vice President, Strategic Partnerships

520.243.1922 or david.welsh@treoaz.org

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.

Laura Shaw, Sr. Vice President, Marketing & Communications

520.243.1940 or laura.shaw@treoaz.org

Laura responds to all media calls, and also oversees all information regarding marketing and communications activities.

Cathy Casper, Sr. Vice President of Business Administration

520.243.1960 or cathy.casper@treoaz.org

Cathy manages the day to day financial affairs and human resources operations.