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THE CHAMBER FOR REGIONAL PROSPERITY

## **Karla Khodanian joins BBA as Manager of Talent and Higher Education Partnerships**

### **IMMEDIATE RELEASE**

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**BIRMINGHAM**, Ala. – February 27, 2020 – Karla Khodanian has joined the Birmingham Business Alliance (BBA) as Manager of Talent and Higher Education Partnerships. Khodanian will assume responsibilities for the full scope of the BBA’s [OnBoard Birmingham brand](#), which encompasses the BBA’s OnBoard Birmingham program, Magic City Summer and Code the Classic.

On the heels of the release of the Building (it) Together strategic implementation, Khodanian will work closely with employers and human resources professionals across targeted industries – advanced manufacturing, information technology and life sciences – to assist those companies with targeted recruitment and retention of talent in Birmingham. Khodanian will also lead the BBA’s increased presence on regional college and university campuses, connecting with students, faculty and staff regarding high-demand career opportunities in Birmingham.

“Karla’s role within our regional workforce ecosystem is critically important, and her employment at the BBA could not have come at a better time,” said Waymond Jackson, senior vice president of public policy at the BBA. “As we move forward with efforts to launch a digital talent marketing brand within the next two months and fully implement our duties associated with the Building (it) Together implementation strategy, Karla’s skillset will help shape how potential talent receives their first look at Birmingham and improve employers’ abilities to better market Birmingham to talent. This will ultimately create a competitive advantage for us as we work to satisfy the talent needs of existing and future employers. Karla is very passionate about Birmingham, and we are excited to add her to our team.”

Khodanian graduated in 2014 from the University of Alabama at Birmingham (UAB) with a bachelor’s degree in public relations and minors in marketing and sociology. Prior to joining the BBA, Khodanian worked in marketing, communications and branding for Big Communications, Joonko Diversity Inc. and Dogtrot Studio. She also has worked as a communications consultant for

six years, serving clients like The Women's Fund of Greater Birmingham, REV Birmingham, Leadership Birmingham and the BBA.

Khodanian, who will now lead the OnBoard Birmingham program, was a participant in OnBoard Birmingham's inaugural class in 2014. She has also contributed to such projects as the "BringAtoB" campaign for the Amazon HQ2 bid, Lyft's "Ride for Alabama" grassroots initiative to pass statewide ridesharing legislation in Alabama and efforts to advance the digital footprint and brand of over a dozen nonprofit organizations around Birmingham.

The Birmingham Business Alliance is the lead economic development organization for the Birmingham region. For more information about the BBA visit its website at [www.birminghambusinessalliance.com](http://www.birminghambusinessalliance.com).

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