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THE CHAMBER FOR REGIONAL PROSPERITY

## **Emily Jerkins promoted to BBA Vice President of Strategy and Research**

### **IMMEDIATE RELEASE**

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**BIRMINGHAM**, Ala. – January 29, 2021 – Emily Jerkins has been promoted to Vice President of Strategy and Research at the Birmingham Business Alliance (BBA). She joined the BBA in 2017 as Economic Development Manager, coming from the Mobile Chamber of Commerce, and she was promoted to Director of Research in less than a year. Jerkins was also named this week as one of [Consultant Connect's Top 50 economic developers across North America](#).

“Emily voluntarily undertook leading the BBA’s strategic planning efforts last year, in addition to the high-quality research services that she has provided to our stakeholders over the past three years,” said BBA Interim President and CEO Fred McCallum. “She is incredibly deserving of this promotion and is a backbone of our team and the work we do serving Birmingham.”

From tech startups to major manufacturing operations, Jerkins has directly contributed research services to projects in Alabama that have generated over 1,400 jobs and \$400 million in capital investments over the past six years. Beyond research services, Jerkins has also led or co-led efforts to secure over \$220,000 in grant funding to support new and existing programs, including BBA’s business support services; a new entrepreneurial resource [Bham BizHub](#), which she cofounded; and a recently announced [Community Data Collective co-led and housed at UAB](#).

Throughout 2021, Jerkins will work with the [BBA’s new President and CEO Ron Kitchens](#) and BBA partners to finalize, launch and manage its new strategic plan; generate strategies to advance and evaluate BBA’s new talent and business attraction efforts; and continue to provide best-in-class research services to the BBA’s clients while expanding the organization’s suite of services.

“I’m sincerely grateful for Fred McCallum and Cathy Wright and their willingness to sponsor me when I expressed interest in leading our strategic planning process,” said Jerkins. “Their belief in me and guidance throughout 2020 has been such a tremendous growth opportunity. As we enter 2021, I

truly believe we have the right people, at the right place, at the right time. Under Ron Kitchen's leadership, I'm thrilled to work with Team Birmingham to take this moment and turn it into momentum for the people and businesses across our region."

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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