

## Northern Kentucky Tri-ED Adds Allison Murcia as Manager of Research

### *Urban planner and economic development leader brings data expertise to NKY*

**MITCHELL, KY (February 17, 2020)** – The Northern Kentucky Tri-County Economic Development Corporation (Tri-ED) announced today that Allison Murcia has been hired as Manager of Research. Allison brings nearly a decade of economic development experience, most recently at the Clermont County Department of Community and Economic Development (DCED), to the role.

“Research and data are critical to Tri-ED as we build our strategy and metrics for success for the next five years,” shared Lee Crume, President & CEO of Northern Kentucky Tri-ED. “We will leverage Allison’s research knowledge to collect the data we need to market Northern Kentucky and move the region forward.”

Allison was previously Assistant Director of the DCED at Clermont County, Ohio where she worked to attract new companies to the Cincinnati region. Her responsibilities included writing grant applications, administering incentive programs, maintaining property databases, and analyzing statistical data.

“With a deep understanding of economic development and the data that site selectors and growing companies need, Allison has the skills to interpret the information and also the experience to craft it into a compelling story,” shared Christine Russell, Vice President of Strategy. “Tri-ED will use these data-driven stories to advance our strategic plan.”

Prior to the Clermont County DCED, Allison held several planning roles with Anderson Township and the City of Norwalk, Ohio. She earned a Master of Library and Information Science from the School of Information at Kent State University and Bachelor of Urban Planning from the University of Cincinnati’s College of Design, Architecture, Art, and Planning.

### **About Northern Kentucky Tri-ED**

Northern Kentucky Tri-ED serves as the primary economic development entity for Boone, Campbell and Kenton counties, providing marketing, business retention/expansion and entrepreneurship services for the region.

*Tri-ED’s mission is to generate, preserve and enhance high quality economic opportunities for Northern Kentucky and support development of the region’s business operating environment.*

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