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Ft. Mitchell, KY – The Northern Kentucky Tri-County Economic Development Corporation (Tri-ED) announced today the hire of two new professionals that will work within its Business Development unit, led by Wade Williams, SVP.

Katherine Hayes, Business Development Specialist, and Kaitlin Burt, Economic Development Specialist, have joined the existing team.

“Katherine’s experience in city revitalization and education in economic development are strong assets

for the Northern Kentucky region,” said Dan Tobergte, President and CEO of Northern Kentucky Tri-ED. “Her knowledge of the industry will be instrumental to the continued growth and success of the Business Development unit.”

In her position, Hayes will focus on lead generation and research for the Business Development team. Prior to joining Northern Kentucky Tri-ED, Hayes served as executive director for Troy Main Street Inc. in Troy, Ohio.

In that role, she was responsible for attracting new business to the downtown area and executing more than 10 events per year to support the local economy.

A native of Northern Kentucky, Hayes was as an intern at Northern Kentucky Tri-ED in 2013. Hayes is a 2013 Magna Cum Laude graduate of American University in Washington, D.C. where she earned a Bachelor of Arts in both Economics and International Studies.

“Kaitlin has extensive experience in helping to plan, coordinate and execute events on the local level,” said Tobergte. “Her background and strong attention to detail, organization and outreach experience is an ideal fit for her role in project support.”

Burt’s responsibilities will include project support of

the growing Business Development unit with Northern Kentucky Tri-ED.

Before joining Tri-ED, she held internship positions with Leelanau Community Cultural Center, The Kroger Co. and the Cincinnati Zoo and Botanical Garden supporting event planning and execution for both for-profit and nonprofit organizations.

Burt earned a master’s degree in Community Planning from the University of Cincinnati and a bachelor’s degree in Environmental Earth Science from Miami University in Oxford, Ohio.

Founded in 1987, Tri-ED serves as the primary economic development marketing agency for Boone, Campbell and Kenton counties in Northern Kentucky.