



**Page Link:**

<https://northernkentuckyusa.com/northern-kentucky-tri-ed-announces-kimberly-rossetti-as-vp-economic-development/>

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**Northern Kentucky Tri-ED Announces Kimberly Rossetti as VP, Economic Development**

***Kimberly brings over 14 years of economic development experience to the region***

**Ft. MITCHELL, KY (August 12, 2019)** – The Northern Kentucky Tri-County Economic Development Corporation (Tri-ED) is proud to announce the addition of Kimberly Rossetti as the Vice President, Economic Development. Kimberly will begin working on the Tri-ED team on Monday, August 19.

“As Tri-ED continues to expand, it is imperative to have someone with Kimberly’s experience and skills to help us grow job development, talent, and improve the business environment in Northern Kentucky,” said Lee Crume, Tri-ED President and CEO. “We look forward to working with you.”

“Welcome to Tri-ED,” said Bob Heil, Chairman of the Board. “We’re excited you’ll be bringing your successful economic development experience from Lexington to us in Northern Kentucky.”

Kimberly joins Tri-ED with more than 14 years of economic development experience in the Lexington region. Most recently, Rossetti served as the Vice President for Economic Development at Commerce Lexington Inc., the Chamber of Commerce and Lexington’s economic development group. There, she recruited new companies to the city, helped existing businesses expand, and worked to develop start-ups. She worked with a wide-range of industries and companies, including Tiffany & Co., J.M. Smucker Co., A&W Restaurants and Valvoline.

In Lexington, Kimberly also managed marketing initiatives for the regional economic development group, the Bluegrass Alliance, and Lexington’s economic development efforts.

Kimberly comes with a highly respected education. She graduated from Penn State University with a Bachelor of Arts in Public Relations and Advertising, and from University of Oklahoma’s Economic Development Institute. Rossetti is also a member of the Kentucky Association for Economic Development, International Economic Development Council, and Industrial Asset Management Council.

“With her extensive economic development experience, there is no better person for this role,” Crume said. “I have no doubt Kimberly will succeed here at Tri-ED.”

**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. Since its founding in 1987, more than 670 primary industry projects have located to or expanded within Northern Kentucky, creating more than 67,000 new jobs and investing more than \$8.4 billion.

*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.*