

Audrey Taylor

President, Chabin Concepts, Inc.



Education

BS, Business Administration (Marketing)

California State University, Chico

Awarded California's prestigious Golden Bear for her vision, drive, enthusiasm, creativity and commitment to the Economic Development Profession.

Range of Experience

Over 24 Years Experience in Economic Development

- Founder & President, Chabin Concepts, Inc., a solutions-oriented economic development and marketing consulting firm (1989-present)
- Executive Director, Butte County EDC/ Tri-County EDC (1980-89)
- Governor's appointee, Job Action Team on Welfare Reform (1997)
- Governor's appointee, California Rural Development Council (1995-2000)
- Team California Marketing Committee Chair (1995)
- Board of Directors, California Association for Local Economic Development
- Author, So You Want to Make a Company's Short List, Huh? (1999)
- Co-Author with Maury Forman, Journey to Jobs (2002)
- Contributing Editor, The Race to Recruit (1996 & 2001)
- Introduced DataFast, a data management system for E.D. (2001)
- Named Woman of the Year by the California State Legislature

Business Development & Marketing

- Developed industrial recruitment strategy and community-wide marketing and image campaigns for over 150 communities in California, Oregon, Washington, Alaska, Hawaii, Nevada, New Mexico and Virginia
- Developed and managed Oregon's targeted industry direct prospecting campaigns
- Created positioning strategy for the State of New Mexico
- Conducted community visioning and Call to Action strategy for Anchorage, Alaska and the Island of Oahu, creation of Enterprise Honolulu
- Conducted strategic positioning strategy for Southern California International Airport
- Managed the acquisition, annexation and development of industrial park, City of Gridley, three locations in process
- Developed initial plan for Golden State Corridor development process
- Successfully located and expanded over 60 companies
- Created award-winning collateral materials and websites
- Conducted marketing and sales training to closed military bases through the California Defense Facilities Marketing Association