

**Lara Fritts, President & CEO
Greater Richmond Partnership**

Lara Fritts is a certified economic developer with over 25 years of experience in economic development, management, and technology. Her experience spans city and regional levels in both the public and private sectors.

Lara is the President and CEO of the Greater Richmond Partnership (GRP), the national and international sales team which serves as the lead regional economic development organization. GRP is a public/private, non-profit that represents the city of Richmond and counties of Chesterfield, Hanover and Henrico in the 1.3 million population of the Richmond MSA in Virginia.



Prior to her role with GRP, she was the Director of Salt Lake City’s Department of Economic Development (SLC DED) where she oversaw three divisions – Business Development, the Redevelopment Agency of Salt Lake City and the Salt Lake City Arts Council. Under her leadership, she worked to bring more than 30 new companies to Salt Lake City including UPS, Amazon, Stadler Rail, and others totaling over 9,000 jobs and nearly a billion dollars in capital investment.

Before relocating to Salt Lake City, Lara managed several economic development organizations in the DC/Maryland/Virginia regions over the last three decades including President and CEO of the Annapolis Economic Development Corporation; Executive Director of the Southeast Fairfax Development Corporation (SFDC); Executive Director of the Greater Rockville Partnership; and the President and CEO of the Washington, D.C., Technology Council.

Known for her strengths in strategic planning, collaboration, marketing, and leadership, Lara serves on the board of the International Economic Development Council (IEDC). Lara has a Master’s in Urban Studies from the University of Wisconsin – Milwaukee, and a Bachelor’s degree in Regional Analysis from the University of Wisconsin, Green Bay.