

Economic Engines Honoree

Category: People

Joe Snell President and CEO, Tucson

Regional Economic Opportunities (TREO)

www.treoaz.org



In the 2007-2008 fiscal year, TREO oversaw \$88 million in capital investment and the creation of 986 new jobs in Southern Arizona.

Joe Snell is the president and CEO of Tucson Regional Economic Opportunities, a private, nonprofit organization formed to accommodate the rapidly changing Southern Arizona region. The goal of TREO is to advance and develop economic wealth throughout the region. Since its inception in 2005, TREO has become the main economic development agency for the greater Tucson area and has made a significant impression on Arizona's overall economy.

With almost 20 years of economic development experience, Snell knows what it takes to bring commercial prosperity to a region.

In 2007, the company launched the Economic Blueprint, a plan to attract companies to the Tucson region and make it more globally competitive. The focus of the blueprint was to create more job opportunities through retention and development of local companies, as well as new business attraction to the region. Under Snell's direction, in the 2007-2008 fiscal year, TREO oversaw the expansion of several local companies and the relocation of seven employers to the area, resulting in \$88 million in capital investment and the creation of 986 new jobs. The economic impact generated by these operations was approximately \$241 million — a great benefit to the Arizona economy.

Snell has many duties in his role at TREO. He addresses the day-to-day regulation of the company, supervises method and application of strategic planning, and monitors the organization's finances, just to name a few.

Snell is an active member of several economic organizations in Arizona and throughout the United States, including the Arizona Economic Resource Organization, Arizona's Bioscience Roadmap Steering Committee, and the Urban Land Institute, among others. He also serves as chair of the Arizona Association for Economic Development and the Metropolitan Tucson Convention and Visitors Bureau.

Snell is an integral part of the TREO team and will continue to lead the region and the state to a bigger and brighter economic future.



Joe Snell has almost 20 years of economic development experience.

Photo: Tucson Regional Economic Opportunities (TREO)



Tucson is a hub of growth in Southern Arizona.

Year Established

2005

AZ Employees

15