

EMELIE HEGARTY

BUSINESS STRATEGY MANAGER



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EDUCATION

Bachelor of Science | Electronic Media,
Arts and Communication
Rensselaer Polytechnic Institute

GET TO KNOW EMELIE

- Served in AmeriCorps
- Former radio host and top five ranking collegiate Music Director in the nation
- Expert in Adobe InDesign and Illustrator
- Financial literacy advocate
- Prefers tea to coffee
- Spends free time outdoors gardening, hiking, biking and kayaking

Emelie joined Quest Site Solutions after working in municipal and regional economic development as well as talent acquisition. With a background in marketing and advertising to attract investment and workforce, Emelie is able to elevate Quest's service offerings for both site selection and economic development clients.

PROFILE

Emelie Hegarty brings more than a decade of economic development and workforce experience to her role as Business Strategy Manager at Quest Site Solutions. Leveraging her past experience, Emelie is able to serve both Quest's site selection and economic development clients. She also oversees Quest's marketing, business development, and strategy initiatives including website, social media, and material development.

Prior to joining Quest, Emelie worked at a human resources consulting firm to support workforce attraction and retention during the pandemic which included leading the firm through a corporate rebrand and establishing effective marketing strategies during one of the most challenging employment periods in recent history. In addition to internal initiatives, Emelie also led talent attraction campaigns across the country for clients such as Michelin, Bosch, and Electrolux.

Emelie's background also includes economic development marketing at both the regional level with the Upstate SC Alliance and the local level with the City of Greenville's Economic Development department. During this time, she facilitated collaboration among the real estate community and the public through various planning efforts. She was also involved with the development of both the Upstate South Carolina Foreign Direct Investment Plan and Regional Export Plan which stemmed from the Brookings Institution's Global Cities Initiative. Additionally, Emelie was involved in the early planning stages of a business incubator targeted to industrial manufacturers.

PROJECT HIGHLIGHTS

Michigan Economic Development Corporation (MEDC) | Industrial Real Estate Marketing Plan

Talent attraction strategies for Michelin (US 3, 5, 8, 9, 10, Tread), Bosch, Electrolux, ZF, Pall, BorgWarner, Rexroth, Dräexlmaier, IFA Rotarion, JTEKT, and others

Brookings Institution Global Cities Initiative | Upstate SC Regional Export Plan

Brookings Institution Global Cities Initiative | Upstate SC Foreign Direct Investment Plan

PROFESSIONAL INVOLVEMENT + AWARDS

South Carolina Economic Development Institute | *Graduate*

Southern Economic Development Council | *Member*

GSA Business Report | *Forty Under 40*