



**Andrea Ware**  
**Director, Economic Development Marketing**



Andrea Ware joined the economic development staff in 2008 to extend the chamber's economic development marketing reach. She supports the economic development and research departments by creating materials and campaigns for economic development outreach, and by maintaining the economic development portion of the chamber's web site and social media channels.

Ware helped create the BOOMCharlotte identity currently in use by the economic development department. In 2010, BOOMCharlotte received an award from the Southern Economic Development Council, and several other chamber materials were recipients of communication awards that same year.

Prior to joining the chamber, Ware worked at *The Charlotte Observer* for 14 years as art director in New Ventures and Targeted Publications. Her responsibilities included creating books, publications, ads, web sites and marketing materials.

Ware earned a BA in Communication Arts with a concentration in graphic design, and a BA in English from East Carolina University. She is a graduate of the Basic Economic Development Course from the University of North Carolina Chapel Hill School of Government. Ware is a DMA-certified marketing professional and has completed the IEDC Marketing and Attraction course. She is on the marketing and communication committee for Envision Charlotte.

The chamber's economic development team has been recognized as one of the Top Ten Economic Development Groups in the nation by *Site Selection* magazine for 2009 and 2010.

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