MassEcon

Location is everything

Accelerating Business Recruitment and Retention for Massachusetts:

Leveraging State Assets to Launch a Trusted, Scalable & Best-in-Class Partnership

Prepared for:
Commonwealth of Massachusetts
Executive Office of Economic Development

1 Sept 2026



MassEcon
Proven Success

MassEcon
Location is everything

Selected historical outcomes | Data period: 1995–2025 unless otherwise noted

379
successful expansion/ relocation projects

42,082
new Massachusetts jobs

31.8 million
SF of facility space

98
municipalities with project wins

$14 million
in private-sector funds raised

$375,000
in public budget earmarks

Demonstrated ROI

42,082 jobs	×	$43.94 /hr	×	2,080 hrs/year	×	5% MA state income tax

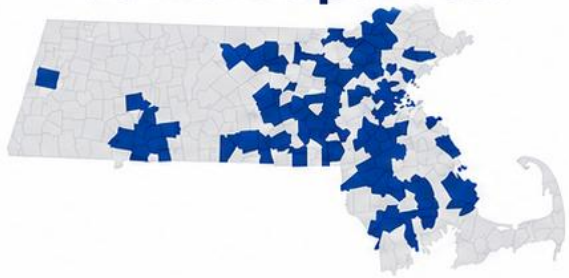
Result
$192.3 million

Equivalent to
13.7×
MassEcon's $14 million cumulative operating/fundraising base

Average annual wage used: **$91,395**

Success securing investment across the state

Key partner driving economic development "wins" in
98 municipalities.



Historic metrics reflect MassEcon site location assistance and fundraising history. Tax impact shown is an illustrative gross estimate based on average wage and a 5% Massachusets personal income tax rate.

A Tested Platform, Ready to Scale

- Proven **business-recruitment experience** representing Massachusetts in competitive investment decisions.
- **Direct B2B engagement expertise** with corporate decision-makers at targeted industry events.
- **Established relationships** with global CREs and site selectors supported by an active, ongoing outreach campaign.
- **Existing market credibility beyond our borders** and infrastructure reduce ramp-up time and allow the Partnership to move quickly.
- The opportunity is to **scale what already works** - adding capacity, tools, and sustained market presence.

MassEcon is already in the market. The Partnership provides the capacity to compete at greater scale.

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Already Purpose-built for Partnership

- Statewide network spanning every region of the Commonwealth.
- **Established relationships** across the economic-development ecosystem—REDOs, municipalities, universities, workforce partners, industry groups, and employers.
- An existing **connective tissue** behind "Team Massachusetts" – MassEcon already brings public and private partners together around opportunities.
- Active, **exclusive channels beyond our borders** to corporate site selectors.
- The Partnership can scale an existing statewide system rather than build one from scratch.

MassEcon provides the network, relationships, and coordination platform to move quickly statewide



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FFF

Base of Committed Support

$805,000 in committed support for **Partnership** before convening Growth Fund Steering Committee

Build upon private-sector investment that has supported **$14.4 Million** for MassEcon economic development services

The MA Growth Fund Steering Committee

The Honorable Jane M. Swift, Massachusetts Governor 2001-2003
David Bugbee, Regional Executive MA, NH, RI, Citizens
Odile Smith, Site Head, Bristol Myers Squibb
Robert Coughlin, Managing Director and New England's Life Science and Healthcare Practice Group Lead, Jones Lang LaSalle
Marty Jones, Principal, MLJ Insights
Michael Houlihan, Executive Director & Market Executive, JP Morgan
Bill Kane, President, East Coast & UK Markets, BioMed Realty
Stephen Prozinski, CEO and COO, Hunneman
Lauren Liss, Senior Counsel, Greenberg Traurig

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A Trusted Partner – Providing Continuity & Commitment

- MassEcon has worked successfully with **seven successive administrations**
- Providing **continuity** across changing leaders, priorities, and economic cycles
- An **established, trusted partner** already doing this work
- Understanding the intersection of Commonwealth priorities and private-sector execution, without policy conflicts or political considerations



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Day One Readiness

- Our Phase 0 creates the **bridge from award to launch** — putting the operating foundation in place before full-scale deployment.
- **People, processes, systems,** and business-development tools are moving into place to support targeting, qualification, project management, and reporting.
- Governance is being structured around **clear EOED decision points** while preserving speed and accountability in day-to-day execution.
- Leadership, staffing, and recruitment processes are **advancing now** so dedicated capacity can be added quickly after award.
- CRM, data, and business-intelligence tools are already **under review** to create a shared source of truth from prospect identification through conversion.
- **MassEcon's existing state and out-of-state network and market relationships provide the starting platform—they do not need to be created. We are ready when you say "GO"**

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A Business Development Engine for Measurable Wins

- Targeted B2B outreach
- Market intelligence drives **smarter targeting** - concentrating resources on prospects with the strongest fit and likelihood of investment.
- Qualified leads move through a **disciplined pipeline**
- Shared data and coordinated execution improve **speed and efficiency** across Team Massachusetts.
- Performance is measurable at **every stage** - pipeline growth, qualified opportunities, conversions, investment outcomes, & ROI.



	PHASE 0 0–3 MONTHS	PHASE 1 3–12 MONTHS	PHASE 2 12–24 MONTHS	PHASE 3 24–36 MONTHS
LANE 1 GOVERNANCE & OVERSIGHT	• Committee formation • EOED integration • Charter finalization	• Monthly pipeline reviews • Quarterly strategy resets	• Public dashboards • ROI scoring • Annual market prioritization	• 3-year rolling KPIs • Annual statewide impact report
LANE 2 STAFFING & CAPACITY	• Marketing Director hired • Fund Dev Director recruitment begins	• Comptroller • CRM/Data Manager • Recruitment & Retention Manager • Mobilize Ambassador Network	• Sector, Regional or International Directors	• PMO • Analyst, Economic Competitiveness
LANE 3 TECHNOLOGY & SYSTEMS	• CRM architecture • Data mapping • Integration blueprint	• CRM launch • Dashboards • Automated qualification & routing	• Predictive analytics • BD Operating System • Automated reporting	• AI market scans • Real-time dashboards • Full automation
LANE 4 MARKET DEVELOPMENT & ECOSYSTEM	• Segmentation • Target lists • Ambassador Network design	• B2B campaign launch • Sector groups • Regional strike teams	• Intl missions • Sector playbooks • Competitive Index published	• Global brand campaign • 10+ languages • Permanent strike teams
LANE 5 FUNDING & MATCH DEVELOPMENT	• Fundraising plan • Private match strategy	• Initial campaign • Year 1 match achieved	• Growth Fund Campaign • Multi-year corporate commitments	• Endowment/reserve fund • Sustainable long-term model

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A Mission-driven Partnership: Ready at Day One

A **proven platform**

A **trusted, highly networked statewide partner**

Established **national and global** business development **credibility**

A disciplined **plan to scale**

Accelerated **Speed to market**

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