



## **NEWS RELEASE**

### **Town of Herndon Appoints Director of Economic Development**

Herndon, VA (April 23, 2024) – The Town of Herndon has named Marc G. Smith as director of Economic Development. Smith succeeds Dennis Holste, who had been the town’s Economic Development manager prior to relocating to his native Florida.

In his new post, Smith will be responsible for promoting the Town of Herndon as a desirable location in which to start or grow a business; establishing cooperative and mutually beneficial relationships between town businesses; and furthering initiatives related to economic development and business vitality. He will serve as the town’s primary liaison to the Fairfax County Economic Development Authority, the Dulles Regional Chamber of Commerce and other entities dedicated to Herndon’s commercial sector, and he will work with new and existing town businesses as they navigate town processes.

Smith will report to Town Manager Bill Ashton and will serve as a member of the town’s leadership team. “Marc brings an exceptional mix of experience and expertise to his new role,” Ashton said. “He has held both county- and state-wide positions throughout the Commonwealth, which have resulted in solid connections as well as deep knowledge of Virginia’s commercial landscape. Herndon’s business community will be well-served with Marc in this key position.”

Smith has most recently served as senior business development manager for Arlington County, where he led a team charged with attracting and retaining businesses in the county, resulting in \$28 million capital investment and 6,400 new jobs, to include the recent location of CoStar Group’s headquarters in the county, a net of 650 jobs and \$20 million capital investment. He also managed the county’s lead generation and business development portfolio and created a new strategic plan for the division. Previously, Smith was a business manager for the Virginia Economic Development Partnership (VEDP), the economic development authority for the Commonwealth, where he developed and executed lead generation strategies and served as project manager for significant prospects, amounting to \$7 billion in capital investment and 9,400 new jobs; and served as business development officer for Stafford County, where he oversaw business attraction, development and expansion. He holds a BS in Political Science with a minor in History from Radford University.

Smith begins his employment with the Town of Herndon on May 13, 2024. Effective on that date, he may be reached at [Marc.Smith@herndon-va.gov](mailto:Marc.Smith@herndon-va.gov) or 703-435-6800 x2085.

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