

**FOR IMMEDIATE RELEASE**

February 1, 2021



## **Piedmont Triad Partnership Names Loren Hill Carolina Core Regional Economic Development Director**

**Greensboro, N.C.** – In an effort to further enhance regional collaboration and attract new jobs and investment to central North Carolina, the Piedmont Triad Partnership (PTP) announced that Loren Hill will be joining the team as Carolina Core Regional Economic Development Director. Hill, who retired on January 1, 2021, after 20 years as president of the High Point Economic Development Corporation, will begin in his new role on February 1.

**“We are excited to officially add Loren Hill to the Carolina Core team to help further enhance regional collaboration to win new jobs and investment for our region,”** said Stan Kelly, President and CEO of Piedmont Triad Partnership. **“As we emerge from the pandemic, it is more important than ever to amplify the strengths and opportunities of the Carolina Core regionally, statewide and globally. Given his extensive economic development career, leadership skills and relationships, Loren is perfectly suited to help us take the Carolina Core to the next level and win big.”**

In his new regional role, Hill is charged with enhancing PTP’s collaborative efforts in the Carolina Core, while increasing visibility of the region and its globally competitive assets. He will work closely with the PTP board and staff, as well as with economic development and chamber of commerce leaders throughout the Carolina Core and North Carolina.

In addition to his experience as President of the High Point Economic Development Corporation, Hill’s regional economic development experience includes working with the Guilford County Economic Development Alliance from 2015-2020, a collaborative effort of the High Point Economic Development Corporation, Greensboro Chamber, County of Guilford, City of Greensboro, and City of High Point. In recognition of his countywide efforts, Hill was named the recipient of the 2020 Stanley Frank Economic and Workforce Development Award by the Greensboro Chamber of Commerce.

### **About the Carolina Core**

A 120+ mile stretch of central North Carolina from west of Winston-Salem to Fayetteville and encompassing Greensboro and High Point, the Carolina Core is defined by assets that make the region a globally competitive market – a smart and growing talent pool of more than 2 million people, access to 30+ colleges and universities with 250,000 students, multiple airports, four megasites totaling 7,200 acres of certified land, industrial and urban research parks and more. Purpose and vision are at the Core, with public and private leadership highly engaged on a vision for the future and more innovative companies locating and expanding in the Carolina Core every day. Learn more at [NCCarolinaCore.com](http://NCCarolinaCore.com).