

BARBARA HAYES
Chief Economic Development Officer
Rural County Representatives of California

Barbara Hayes is Chief Economic Development Officer at Rural County Representatives of California (RCRC) and oversees implementation of the organization's economic development activities. In addition to assisting and supporting local economic development professionals, RCRC's economic development efforts are focused on three key areas – forest resiliency, rural broadband, and infrastructure development.

Barbara has worked in the area of economic development for nearly 30 years at both the state and regional level. Most recently she served as the President and CEO of the Sacramento Area Commerce and Trade Organization (SACTO) where she led the region's economic development efforts. Prior to joining SACTO, Barbara held several positions within the California Trade and Commerce Agency, including as State Director of the California Small Business Development Center Program and in the offices of Business Development and Local Development, providing technical assistance to small businesses and local governments in an effort to promote successful economic development activities.