

# Apex Hires Economic Development Director

The Town of Apex hired Joanna Helms as its new Economic Development Director, Town Manager Bruce Radford announced today.

Helms will be the first town employee devoted solely to economic development.

“We have a strong interest in bringing new businesses and jobs to Apex, as well as strengthening relationships with existing businesses and the Apex Chamber of Commerce,” stated Radford.

“Without a doubt, Joanna will take us further than ever before towards accomplishing those goals.”

Helms is a veteran in the economic development field, with more than 20 years of experience in business recruitment, existing industry retention, and workforce development.

"Apex has natural, untapped potential for both new and existing business and industry," said Helms. "I look forward to partnering with the local elected officials, town leaders, and community citizens as together we will make Apex a competitive location for economic development projects in North Carolina."

Currently serving as President of the Wayne County Development Alliance, Inc., Helms was instrumental in recruiting nearly 5,000 jobs and \$279.3 million investment in Wayne County. Her first day on the job in Apex will be July 21st.