

Connecticut Economic Resource Center Announces Rebranding and New VP of Business Development

By Kristi Sullivan 2/3/2020

CERC Becomes AdvanceCT and David Campbell Joins as Lead on Business Recruitment

The Connecticut Economic Resource Center, Inc. (CERC), a nonprofit corporation that seeks to advance business formation, retention, recruitment, and growth in Connecticut, has rebranded as AdvanceCT. The rebranding effort represents a strategic transition stemming from Governor Lamont's vision for the organization to collaborate closely with the Connecticut Department of Economic and Community Development, the state's economic development agency, to drive business recruitment and retention.

AdvanceCT also announces the hiring of David Campbell as Vice President of Business Development. An economic development veteran and Connecticut native, Campbell will lead business development and recruitment efforts by cultivating relationships with national and international business clients and engaging with strategic partners across the state. Formerly with the New Jersey Economic Development Authority and the U.S. Department of Commerce, Campbell has 17 years of economic development, international business and policy experience, including expertise in attracting foreign direct investment, entrepreneurs, and innovative technologies.

"Our new name and the addition of David Campbell to the AdvanceCT team furthers our new mission to be where business, government and the nonprofit sectors come together to implement high impact and inclusive economic development solutions with a particular focus on business engagement, retention and recruitment," said Peter Denious, President and CEO.

"We are excited as AdvanceCT continues its transformation into an organization that jumpstarts economic growth and job creation, working in partnership with DECD and the private sector," said Board Co-chairs Indra Nooyi and Jim Smith.

"At the outset of his administration Governor Lamont made it clear he wanted a new economic development model for the state, one that at its core included a stronger partnership between DECD and CERC," said DECD Commissioner David Lehman. "Today's announcements are the latest examples of the progress being made to reshape the organization and boost its business recruitment and retention capabilities."

ABOUT ADVANCECT

AdvanceCT is a nonprofit organization that works to engage, retain and recruit businesses and advance overall economic competitiveness in Connecticut. AdvanceCT works in close collaboration with the Connecticut Department of Economic and Community Development (DECD), as well as the private sector and other statewide economic development organizations to implement high impact and inclusive economic development solutions for the state. Our team advocates for and promotes Connecticut as a location for companies to compete and grow.