

03/05/2015

For Immediate Release

March 5, 2015

Contact: Assistant City Manager Dan Paranick, (805) 654-7740

Lysa Urban (805) 677-3914

Photo enclosed

City of Ventura Names New Economic Development Manager

Ventura City Manager Mark Watkins announced that Leigh Eisen has been named as the City's Economic Development Manager and will start in her new position on March 30, 2015. This selection fills a key management position in the City Manager's Office and supports the City Council's priority of Creating and Maintaining Economic Development and Vitality.

Eisen has a strong background in economic development, strategic marketing and business outreach. In her new role, she will focus on carrying out the City Council's 5-Year Economic Development Strategy, including outreach, job development, retention, expansion and attraction of new businesses in Ventura.

Mayor Cheryl Heitmann said, "Economic growth is vital to a healthy and vibrant business community, and allows us to maintain city services and a high quality of life for our residents. We are pleased and looking forward to working with Leigh and our other community partners to further the City's adopted strategy and to build upon the economic strength of our great city."

Eisen previously worked for the City of Santa Ana where she was responsible for planning, developing and administering programs to encourage physical revitalization and economic growth in their central business district. She also has six years of experience with the New York City Garment District Alliance, where she worked with more than 6,000 businesses as part of the fifth largest Business Improvement District in the nation, and with the New York City Economic Development Corporation.

Eisen holds a master's degree in urban planning from Columbia University and a bachelor's degree from UCLA.

"Ventura is a good place to live, work, and do business. I am excited for this tremendous opportunity to join the team and build upon what has been accomplished and to further the economic development-related goals of the City," said Eisen.

This release is available on the City of Ventura website at www.cityofventura.net. ###

