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| For immediate release | **Duel%20HCT%20Invest%20Logo** |
| Sept. 20, 2018 |
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| **New Hamilton County Economic Development Marketing Director Selected*****New hire comes from Indiana Office of Tourism Development, WISH-TV***  |
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| *Hamilton County, Ind.* – Carol Sergi, a veteran marketing professional with experience promoting the state and local media organizations, will lead marketing efforts on behalf of Hamilton County Economic Development Corporation (HCEDC). This new role will be responsible for developing integrated marketing, web content and promotional strategies to position Hamilton County as “a great place to work, learn, live and invest.”The position was created after the county’s economic development leadership group voted in July to shift its focus to marketing initiatives – such as attracting skilled workers to the area – and away from traditional economic development initiatives which are now handled by the four cities within the county. Sergi will be the face and point-of-contact for investment marketing in Hamilton County and will work closely with local economic development, chamber, workforce development and community engagement professionals.For the past five years, Sergi has been the director of marketing for the Indiana Office of Tourism Development where she planned annual marketing and brand strategy, including assistance with the “Honest-to-Goodness” Indiana brand campaign. She’s also worked in marketing and promotions for media outlets including WISH-TV and MyINDY-TV and the Indianapolis Star.“Carol brings an understanding of how marketing, government and economic development work together,” said Tom Dickey, HCEDC board president. “We are thrilled to have someone with her broad skill sets leading this new initiative.”Sergi, a Fishers resident, serves on several local community boards including the marketing boards for Downtown Indy and the Indiana Historical Society and the organizing committee for the FFA Convention. “I look forward to listening to the county’s community leaders to understand where the areas of critical need are,” said Sergi. “I also am delighted to be working alongside the talented marketing team at Hamilton County Tourism (HCT) and see so many synergies in this new initiative.” HCEDC is funded through private contributions and county plat fees. To leverage this limited budget, the board of directors selected Hamilton County Tourism as its new management contract partner to oversee Sergi’s role. The HCEDC board will continue to oversee this new direction. HCT will provide office space and equipment and handle payroll and benefits on behalf of HCEDC. Its marketing and communications team will work closely with Sergi to create content, marketing and communications programs to raise awareness of workforce development efforts and quality of life in the county. The two organizations already share a brand family.[*Hamilton County Tourism Inc.*](https://www.visithamiltoncounty.com/) *is a nonprofit, destination management organization that promotes tourism growth through strategic marketing, hospitality and development initiatives providing hospitality to more than four million visitors to Hamilton County, Indiana, each year.**HCEDC is a nonprofit organization that supports its community by promoting and messaging the area as an excellent place for business, workforce and employment opportunities.*  |
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