

ROBERTA L. BRIEN

EXECUTIVE VICE PRESIDENT

ABOUT

As the Executive Vice President for the Worcester Business Development Corporation (WBDC), Roberta brings multi-faceted of experience in real estate and project management to the organization.

An integral part of the senior management team, Roberta works closely with the organization's CEO and CFO on strategic planning and staff assignments, and monitors expenses, project revenues and capital budgets. Roberta also manages all the WBDC's projects and oversees fee-for-service activities.

Combining real estate with community development and planning, Roberta offers a comprehensive approach to project management. Roberta oversees the ongoing development of WBDC owned properties, assists in the creation of mixed-use developments, industrial parks and subdivision roads, and the acquisition, expansion, relocation, and asset management of various fee-for-service properties. Her responsibilities also include oversight and direction of financing strategies, including new market tax credits, historic tax credits, conventional financing and state and federal grants.

One of Roberta's most challenging projects was the redevelopment of the 20 Franklin Street building in downtown Worcester that now houses an entrepreneurial and co-working space, a downtown campus for Quinsigamond Community College, state of the art office space, a restaurant, and a black box theater. The complicated project took three years to complete, ultimately creating an outward facing, connected, and densely populated addition to the downtown resulting in the locating of new companies and organizations to downtown Worcester.

PRIOR EXPERIENCE

Before joining the WBDC in 2004, Roberta was employed by the Commonwealth as a Project Manager in the Office of Real Estate for the Division of Capital Asset Management and Maintenance. Her portfolio represented an annual revenue stream of \$1 million and included planning for the reuse and development of various state-owned properties.

Roberta was also a licensed commercial real estate agent and site selector for national retail chains where she researched and negotiated development opportunities for her clients. Roberta was also a transportation planner for a regional planning agency where she gained extensive experience in accessing state and federal grant programs, community planning, and development strategies.

EDUCATION AND CERTIFICATIONS

Roberta earned a Bachelor of Science degree in city/urban community and regional planning from Westfield State University.

She is currently the immediate past president of the Board of Directors of the Massachusetts Economic Development Council and the YWCA of Central MA Board of Directors. Roberta also serves as the chair of the Zoning Board of Appeals in her hometown.

Roberta was named a "40 Under 40" in 2009 and an Outstanding Woman in Business in 2015 by the Worcester Business Journal. She enjoys spending time with her husband and two children, outdoor activities, reading, and relaxing.

