Sharon Younger  
President  

Sharon Younger is President and founder of Younger Associates, Inc., an economic research and strategic planning firm that specializes in services to economic development organizations and transportation agencies. Dr. Younger has over twenty-five years of experience in her field and is a frequent speaker at national conferences for professional organizations. She has been economic development instructor for the Economic Development Institute of the University of Oklahoma, Auburn University, University of Tennessee, University of Kentucky, Louisiana State University and CETYS University in Mexico.

Before founding Younger Associates, Dr. Younger was an associate professor of market research and advertising at Union University where she launched and became director of the university’s Center for Business and Economic Services. Prior to her work at Union University, Dr. Younger worked in corporate market research for the Allied-Signal Corporation.

Dr. Younger managed the Public Involvement Program for the Tennessee Department of Transportation’s Long-Range Transportation Plan, the first statewide 25-year multi-modal plan in Tennessee. As Public Involvement Lead Consultant, she planned and implemented the statewide public and stakeholder meetings; and public outreach strategy. Additionally, Younger Associates was charged with the development of the final plan document.

She has worked with the Tennessee Valley Authority (TVA) to develop successful strategies for recruiting the plastics and automotive industries into the region. Also for TVA, she conducted a potential freight movement study for the Port of Cates Landing Industrial Park in Tennessee.

The firm worked with TVA to analyze the economic impact of the Megasite program and the strategies for developing two additional Megasites.

Recognized nationally as a leading researcher in the field of demographic and labor market analysis, Dr. Younger and her firm have successfully completed regional and statewide labor market analyses for clients in twenty-six states.

In a project funded by the U.S. Trade Development Agency, Dr. Younger worked with the Republic of Cameroon to develop a feasibility plan to attract the World Bank and other international financing initiatives for the development of a deepwater port in the city of Limbe.

The staff at Younger Associates advises a number of economic development agencies and industrial development boards on an ongoing basis in strategic planning; strategic communications with location consultants and prospects; evaluating incentives and conducting economic impact analyses.

Sharon Younger leads the Younger Associates strategic communications division combining expert market strategies with top notch creative services. This well-balanced approach has a proven track record evidenced by the growth and successes of the firm’s clients.

Dr. Younger has led strategic planning and target industry analyses for a wide range of communities and
economic development agencies including Chattanooga TN, Bradenton FL, Memphis Regional Economic Development Council (52 County Region), Campbellsville, KY, Ocala FL, Shoals Area AL, Charlottesville VA, Charlotte NC.

The firm completed a comprehensive analysis for the 10-county Thomas Jefferson Partnership region centered in Charlottesville, VA. The study had six distinct components: a workforce analysis, existing business cluster analysis, emerging and growth industries analysis, technology assets inventory, strengths weaknesses opportunities and threats assessment, and an economic target report. This was a landmark study that has been cited by numerous other comprehensive economic development plans.

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