



SHARON YOUNGER, PH.D.

Sharon Younger is the founder of Younger Associates, Inc., an economic research and strategic planning firm that specializes in services to economic development organizations. Younger has more than 25 years of experience in her field and is a frequent speaker at national conferences for professional organizations. She has been an economic development instructor for the OU Economic Development Institute, Auburn University, the University of Tennessee, the University of Kentucky, Louisiana State University and CETYS University in Mexico.

Before founding Younger Associates, Younger was an associate professor of market research and advertising at Union University where she launched the university's Center for Business and Economic Services. Before her work at Union University, Younger worked in corporate market research for Allied-Signal. She has worked with the Tennessee Valley Authority (TVA) to develop successful strategies for recruiting the plastics and automotive industries into the region.

Recognized nationally as a leading researcher in the field of demographic and labor market analysis, Younger and her firm have successfully completed regional and statewide labor market analyses for clients in 26 states. 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.

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