

Laura D. Hayes
Vice President, Business Development



As a Vice President of Business Development, Laura is responsible for identifying business opportunities, building key partner relationships and marketing the region to both domestic and international companies.

Laura's main responsibilities include responding to project-related inquiries by prospects, site selection consultants, real estate brokers, as well as Virginia Economic Development Partnership business development managers; preparing customized marketing packages in response to inquiries; coordinating with Research on completion of project-related RFIs; communicating project requirements to localities; coordinating site tours for prospects, acting as host and facilitator during the visit; coordinating and conducting marketing missions to both domestic and international locations. She regularly meets with corporate and site location decision makers around the world and within the United States.

Prior to serving as a Director of Business Development, Laura served as the Director of Research, where she honed her skills in data collection, analysis and dissemination.

Laura received a Bachelor of Business Administration with a concentration in marketing from Roanoke College and a Masters of Public Administration from Old Dominion University. She has attended the University of Oklahoma Economic Development Institute and is active in the community as well as several professional organizations including the Virginia Economic Developers Association (VEDA), the Hampton Roads Association for Commercial Real Estate (HRACRE), the Urban Land Institute (ULI) and the Hampton Roads Chapter of Commercial Real Estate Woman (CREW).

Contact Laura

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