



Barbara Levine – LAEDC Bio
District Director
Business Assistance/Economic & Workforce Development
Los Angeles County Economic Development Corporation (LAEDC)

As LAEDC district director, Ms. Levine provides strategic consulting and advisement to many types of businesses across industry sectors throughout Los Angeles County for business attraction, retention, expansion and/or relocation. Resolving challenges and keeping companies in business no matter the situation is a top goal. Projects include business retention and sustainability, access to capital (loans and grants), energy efficiency, cost of doing business, cost containment, permitting, city and state incentives, and site selection. She also assists with management and workforce development issues. In her downtime, she enjoys being active outdoors, travel and is an avid power walker; she also loves home decorating and previously an instructor of marketing management courses at some LA area colleges.

During COVID-19, Ms. Levine serves on the Economic Recovery Task Force for both the City of Santa Monica and Culver City. Since 2008, Ms. Levine has been a member of the Southeast Los Angeles County Workforce Development Board (SELACO) Board of Directors and chairs the Business Advisory Committee (BAC). Under guidance of the BAC, SELACO's Small Business Relief Fund (SBRF) grant awarded twenty-three (23) very small businesses approximately \$200,000.

Ms. Levine joined the LAEDC in 2002 and brings 20 years of economic development plus 15 years marketing management experience in both the private, non-profit, and public sectors. Some past LAEDC project highlights include The Boeing Company, Virgin Orbit/Virgin Galactic, Amazon, L3Harris Technologies, and numerous Governor's Office of Business and Economic Development (GO-Biz) site searches and facility tours. Her background also includes corporate and client relationship management in manufacturing, creative services, and healthcare organizations. She has a BA in Economics from UCLA and an MBA in Entrepreneurial Organizations from Loyola Marymount University.