



City of Baltimore Development Corporation (BDC)
Position Title: Vice President, Research, Analytics & Economic Planning
Report To: SVP/Chief Strategy Officer

****IN-PERSON POSITION. NO REMOTE APPLICANTS PLEASE****

OPEN UNTIL FILLED

The Baltimore Development Corporation (BDC) is the economic development agency for the City of Baltimore. Our mission is to grow the city's economy in an inclusive manner by retaining, expanding, and attracting businesses and promoting investment, thereby increasing career opportunities for residents.

BDC is committed to a more equitable economy by supporting minority and women-owned businesses and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy.

POSITION OVERVIEW

The City of Baltimore Development Corporation (BDC) is seeking a Vice President, Research, Analytics & Economic Planning leader who will lead BDC's data analytics, geospatial analysis, business intelligence, and strategic economic planning functions. This role drives data-driven decision-making, measures progress toward inclusive economic development goals, and supports the implementation of Baltimore's Comprehensive Economic Development Strategy (CEDS). The VP integrates GIS technology and advanced analytics to identify opportunities, measure impact, and support strategic investments across target industry sectors, including life sciences, technology, logistics, hospitality and tourism, creative industries, and social innovation. Collaboration with internal teams, government partners, research institutions, and community stakeholders is essential to leverage data and spatial intelligence for equity and measurable community impact.

RESPONSIBILITIES

Data Strategy, Architecture, and Governance

- Develop and implement BDC's comprehensive data and GIS strategy aligned with CEDS goals
- Design and maintain enterprise data and GIS architecture supporting integrated business intelligence and spatial analysis
- Establish data governance policies, standards, and protocols for accuracy, security, privacy, and ethical use
- Lead integration of internal and external data sources (city data, business databases, demographic info, economic indicators, real estate, infrastructure)
- Create data dictionaries, documentation, metadata frameworks, and spatial data inventory
- Develop data quality assurance protocols and continuous improvement processes
- Evaluate and implement new data and GIS technologies, analytical methods, and software platforms

Advanced Analytics, GIS, and Business Intelligence

- Conduct advanced statistical and geospatial analysis identifying trends, patterns, opportunities, and challenges in Baltimore's economic ecosystem

- Develop predictive models and spatial models forecasting economic development outcomes, business growth, investment returns, and community impact
- Perform market segmentation, spatial analysis, and GIS mapping to identify opportunity zones, commercial corridors, and investment priorities
- Analyze business ecosystem dynamics, industry clusters, supply chain relationships, and competitive positioning
- Develop algorithms, analytical tools, and automated workflows supporting decision-making and resource allocation

Performance Measurement and Impact Tracking

- Design and implement performance measurement systems tracking KPIs aligned with CEDS metrics
- Develop executive dashboards and interactive maps providing real-time visibility into economic development activities, outcomes, and impact
- Create standardized reporting templates for program outcomes, business impact, job creation, and community wealth building
- Establish benchmarking frameworks comparing Baltimore's performance to peer cities and national standards
- Track equity metrics including BIPOC business ownership, wealth creation, wage levels, and neighborhood investment disparities

KNOWLEDGE, SKILLS, AND ABILITIES

- Microsoft Office Suite: Excel, Word, PowerPoint
- Data Analytics Tools: SQL, Python, R, or similar for statistical and spatial analysis
- GIS Software: ArcGIS, QGIS, or similar platforms with advanced spatial analysis capabilities
- Business Intelligence Platforms: Tableau, Power BI, or similar dashboard tools
- Database Management: Data warehousing, ETL processes
- CRM Systems: Salesforce or similar preferred
- Statistical Analysis: Predictive modeling, machine learning, econometric analysis
- Strategic Thinking: Ability to translate data and spatial insights into actionable recommendations
- Communication: Exceptional ability to present complex technical and spatial concepts to non-technical audiences
- Collaborative approach to cross-functional work with technical and non-technical teams
- Intellectual curiosity and ability to learn from others

REQUIRED QUALIFICATIONS

- Bachelor's degree in Data Science, Statistics, Business Analytics, Economics, Geography, Urban Planning, GIS, or related field; Master's preferred for both
- Minimum 10 years of professional experience in data analytics, GIS, business intelligence, economic planning, or related field, with at least 5 years in a senior leadership role
- Advanced proficiency in analytics and GIS software, spatial analysis methods, and predictive modeling

- Demonstrated experience with economic development planning, market analysis, and program evaluation
- Proven leadership experience building and managing high-performing teams
- Exceptional written and verbal communication skills
- Experience collaborating across departments and with diverse stakeholder groups
- Strong project management skills
- Understanding of public-private partnerships and urban economic development dynamics
- Experience in economic development, public sector, nonprofit, or community development preferred
- Professional GIS certification (GISP) preferred

OFFICE ENVIRONMENT REQUIREMENTS

- **Workplace Setting:** The position requires presence in an office setting, with standard office hours of 9:00am to 5:00pm for an 8-hour workday. Flexibility for occasional extended hours or weekend work may be required.
- **Equipment Use:** Proficiency in using standard office equipment such as computers, printers, copiers, and telecommunication devices is essential.
- Rare evening and weekend work for special events and Board meetings.
- Some travel within the Baltimore metropolitan area for community events and stakeholder meetings.
- BDC's offices are located at 36 S. Charles on the 21st and 20th floors and are accessed via elevators and emergency stairs.

PHYSICAL REQUIREMENTS

- **Mobility:** The position requires the ability to sit for extended periods, stand, and walk, including occasionally moving between different locations within the office and off-site.
- **Manual Dexterity:** Must be able to use hands and fingers to operate office equipment, handle documents, and perform data entry.
- **Lifting:** Occasionally required to lift and move objects weighing up to 20 pounds.
- **Vision and Hearing:** Adequate vision and hearing are necessary for reading documents, using a computer, and communicating with others in person and via telecommunication devices.

DRESS CODE

- **Professional Attire:** The candidate is expected to adhere to a professional dress code that reflects the organization's standards and presents a neat, clean, and business-like appearance.
- **Meetings and Events:** For meetings with public officials, community leaders, or external partners, business formal attire may be required.
- **Casual Days:** On designated casual days, business casual attire is acceptable, provided it maintains a professional and respectful appearance.

SALARY AND BENEFITS

This is a salaried, benefited, at-will position, and work is performed as required to complete project priorities and may require extended hours beyond a conventional work week, including evening meetings.

Salary will be commensurate with experience and qualifications. BDC also offers a full package of benefits including paid sick, personal, and vacation leave; subsidized medical/dental with Health Savings Account; 403(b) retirement with employer matching; parking/transit subsidy; mobile phone reimbursement; and other benefits.

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The starting salary range for the VP, Research, Analytics & Economic Planning position is \$140,000 - \$180,000, commensurate with experience.

APPLICATION AND SELECTION PROCESS

Candidates should submit a cover letter and resume via email to Shantel McLaughlin at smclaughlin@BaltimoreDevelopment.com, subject line of the email to indicate, "VP_RAEP."

Candidates can also learn about us by visiting our website at baltimoredevelopment.com and baltimoretogether.com. No Phone Calls Please. Only applicants scheduled for interviews will be contacted.

EQUAL OPPORTUNITY EMPLOYMENT

BDC is an Equal Opportunity Employer committed to a more equitable economy through employment, supporting minority and women-owned businesses and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy. BDC does not and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.