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New Mexico Economic Development Department's Louise Marquez Receives Certified Economic Developer Designation

*The International Economic Development Council's Certification is the most prestigious
credential in the field*

SANTA FE, N.M. – Today, the NM Economic Development Department (EDD) announced Louise Marquez received her Certified Economic Developer (CEcD) credentials from the International Economic Development Council (IEDC). CEcD designation is a nationally recognized status that indicates a mastery of economic development skills and dedication to professional growth. Louise has worked for EDD since 2020 as a LEDA Specialist and Community, Business, and Rural Development Regional Representative. She represents Southwest Region 5 which contains Catron, Socorro, Grant, Sierra, Hidalgo, Luna, and Doña Ana counties.



“Earning Economic Developer certification is a significant professional achievement,” said Acting EDD Secretary **Mark Roper** said. “Congratulations to Louise on her hard work and commitment to New Mexico’s economic growth.”

Prior to joining EDD, Louise was the City of Sunland Park’s Community and Economic Development Director. Louise has worked on many valuable LEDA projects including *Stampede Meat* creating 595 jobs, *Saputo Cheese* creating 343 jobs, and *ECG, Inc.* creating 212 jobs.

“I am honored to have achieved the CEcD designation through IEDC,” **Louise** said. “I am passionate about economic development and having my CEcD now tells the world that I am truly invested in this work. I would like to thank NM EDD, as well as my coaches, colleagues, and friends for their support through the arduous certification process.”

The CEcD designation is a prestigious acknowledgement of skilled and committed economic development professionals, establishing a benchmark of excellence within the industry. To attain this designation, candidates must have proven economic development experience and successfully complete a rigorous comprehensive exam, consisting of three parts and spanning two days. This examination assesses a practitioner's knowledge, proficiency, judgement, and critical thinking abilities among the following areas of economic development:

- Business retention and expansion
- Finance & credit analysis
- Marketing and attraction
- Strategic planning
- Entrepreneurial & small business development
- Managing economic development organizations
- Neighborhood development strategies
- Real estate development & reuse
- Technology-led economic development
- Workforce development strategies
- Foreign direct investment & exporting

CEcDs are highly skilled economic development professionals who collaborate with public officials and business leaders on projects that directly impact the economy and quality of life, create opportunities for individuals and businesses, and improve local communities.

Louise Marquez is one of more than 1,250 active CEcDs in total and **19** in New Mexico.

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EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by training our workforce, providing infrastructure that supports business growth, and helping every community create a thriving economy.

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 4,300 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members engage in the full range of economic development practices. Given the breadth of economic development work, our members are employed in various settings, including local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions. When we succeed, our members create high-quality jobs, develop vibrant communities, and improve the quality of life in their regions. Learn more at iedconline.org.

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