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## **Shani Harvie Appointed as First Director of Creative Industries Division**

**SANTA FE, N.M.** – The New Mexico Economic Development Department (EDD) has announced the appointment of Shani Harvie as director of the newly established [Creative Industries Division](#) (CID).

Harvie will spearhead initiatives to enhance creative entrepreneurship and economic development throughout New Mexico. Her focus will include infrastructure, education, workforce development, and broadening access statewide.

“Congratulations to Shani on her new role as leader of EDD’s Creative Industries Division,” EDD Acting Cabinet Secretary Mark Roper said. “Her commitment to New Mexico’s creative economy is unparalleled, and I look forward to her continued work to support small businesses - creating jobs and generating wealth for families and communities statewide.”



Since joining EDD in 2019, Harvie has played a pivotal role, particularly as the founder and program lead for the Justice, Equity, Diversity and Inclusion (JEDI) Office.

Harvie’s contributions also include collaborating with Creative Startups, Vital Spaces, and Poeh Cultural Center on a [CID study](#) and a progress report, “[Investing in New Mexico’s Heart and Soul](#),” [securing \\$1.8 million in CID grants](#), and supporting the inaugural [Creative Industries Week](#) this June.

“I’m honored to have the opportunity to lead this new division. Creative Industries are a critical piece of New Mexico’s history and culture, and I believe it is one of our biggest and most unique strengths,” Harvie said. “The five years I’ve spent at EDD have allowed me to exercise my creativity at the intersections of business and community development, and I’m excited to continue that work for the Creative Industries Division.”

Harvie holds a degree from the University of New Mexico Anderson School of Management and is an alumna of the New Mexico School for the Arts, where she studied music. She is passionate about aiding underserved communities in navigating complex systems and brings a collaborative, strategic approach to all her endeavors.

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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*

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