



WE'RE GLAD YOU'RE HERE

For more information, contact:  
Mary Shiroma [mary@shiromasouthwest.com](mailto:mary@shiromasouthwest.com)  
Shiroma Southwest, 972-732-6100

*For Immediate Release: April 12, 2011*

## **TOWN OF ADDISON NAMES ITS FIRST ECONOMIC DEVELOPMENT DIRECTOR**

**Orlando Campos, Previously Senior Director of Business Development of the Arlington Chamber of Commerce, Selected for the New Position**

Addison City Manager Ron Whitehead announces the appointment of Orlando Campos as Director, Economic Development, for the Town of Addison. Following an extensive search conducted at the direction of the Addison City Council, Mr. Campos was selected to create and lead a new city department located at Addison Town Hall.



Since 2007, Mr. Campos has served as Senior Director of Business Development for the Arlington Chamber of Commerce. Prior to that, he was Vice President of Business Development for the Brownsville Economic Development Council and earlier, Manager of Business Development for the Valley International Airport in Harlingen. Originally from Brownsville, TX, he is a graduate of Columbia University.

“Addison has developed a certain momentum over the years,” says Mr. Whitehead. “Given Addison’s very focused growth and its ability to attract top-notch businesses, many are surprised to learn that until now, the Town has not had an economic development department. This new position formalizes that function, and helps ensure that Addison’s forward momentum continues.”

He adds, “We believe with his extensive knowledge and background creating business retention, expansion and recruitment programs in major Texas cities as well as regionally, Orlando Campos will add a critical new dimension to the Addison team.”

Mr. Campos says his first task will be to become acquainted with, understand and support the businesses already located in Addison. “Addison is already an ideal location for business, as evidenced by the strong national and regional corporate presence that is based here. In a sense, the Economic Development Office will function almost like a ‘conciierge’ to businesses already here.”

“Additionally, I will be examining existing categories with the intent of attracting new companies that complement those already here. For example, Addison is known nationally for its restaurants and hotels, but with the superb quality of life Addison offers, I see a lot of potential for attracting entrepreneurial development including high tech; industry driven by what is known as ‘the creative class,’” he says.

“The goal is to strengthen brand awareness of Addison and its business-friendly attributes. Certainly it’s an exciting, on-going process that ensures future progress for the Town while it continues to evolve and build strategic partnerships in our North Texas Region,” he adds.

Mr. Campos is a member of the Texas Economic Development Council, the International Economic Development Council and the International Council of Shopping Centers. He is a Board Member of the Columbia University Club of North Texas.

# # #

**FOR ADDITIONAL INFORMATION CONTACT:** SHIROMA SOUTHWEST, 800-382-3054/972-732-6100  
[mary@shiromasouthwest.com](mailto:mary@shiromasouthwest.com)