

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**NNDA Announces Planned Retirement of  
President & CEO Rob Hooper**

CARSON CITY, NV – July 13, 2021 – Northern Nevada Development Authority (NNDA.org) today announced that President & CEO Robert “Rob” Hooper will retire later this year. A search is underway for his replacement to allow for a smooth leadership transition.

“On behalf of the NNDA Executive Board, I would like to thank Rob for his twelve years of valued leadership and significant contributions to NNDA,” said Greg Dye, Chair, NNDA Executive Board. “Rob has helped to lead and guide Nevada’s first and oldest regional development authority and its economic development efforts on behalf of Nevada’s Sierra Region first through the Great Recession and more recently through the COVID-19 pandemic. He has positioned NNDA for an excellent future, and we look forward to a seamless transition.”

Since 2010, NNDA has assisted 116 companies with relocation and expansion and reduced industrial vacancy rates from 26% to 3%. The organization’s economic development efforts have resulted in over \$2 billion total economic impact for the region.

Prior to NNDA, Mr. Hooper has been a well-recognized business leader, entrepreneur, and seasoned executive with over three decades of experience in multiple industries including health care, financial services, manufacturing, retail, and resort development and tourism. He holds a Bachelor of Science Degree from the University of California, Riverside.

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**About NNDA:** Northern Nevada Development Authority (NNDA.org) is a Nevada domestic 501(c)(6) nonprofit corporation established in 1981, and the state-designated Regional Development Authority (RDA) for the Sierra Region of Nevada: Carson City (state capital), Douglas County, Lyon County, Mineral County, and Storey County. The region is Nevada’s third largest metropolitan area, includes south Lake Tahoe, and encompasses a diverse set of industry sectors such as manufacturing, agriculture, mining, health care, information technology, aerospace, logistics, aviation, transportation, tourism, and many others.