

## **James F. Futrell, Jr., CCR; Vice President, Market Research and Analysis**

James Futrell is Vice President of Market Research and Analysis for the Pittsburgh Regional Alliance, an affiliate of the Allegheny Conference on Community Development. His major responsibilities include monitoring regional and national demographic and economic trends, conducting in-depth research on targeted businesses and industries, impact analyses, ensuring data integrity of marketing materials and presentations, and overseeing and updating electronic proprietary data sources. During his tenure, he developed a proactive lead identification process that resulted in Google establishing its engineering center in the region, developed the methodology that resulted in the region's portfolio-based energy strategy and launched a major research initiative measuring the impact of international business on the Pittsburgh region. He has been recognized four times by the Council for Community and Economic Research (C2ER) at its annual Applied Community and Economic Research Awards. He recently completed a term as the organization's chair and is a Certified Community Researcher (CCR).

Before joining the Conference in 2002, Jim worked for PNC Financial Services Corporation holding positions as a loan underwriter, credit analyst, market analyst and marketing research analyst. Specifically, he authored an extensive study of the internet as an emerging retail channel in 1999 that was termed "the definitive work on the subject" by the director of research at Simon Property Group. During his time at PNC, he also developed state-of-the-art marketing research methodology in support of the Community Reinvestment Act.

He has also worked in market research and analysis for the Edward J. DeBartolo Corporation in Youngstown, Ohio and Sears, Roebuck and Company in Chicago, Ill.

Jim has a Bachelor of Science degree in Business Administration with majors in marketing and organizational administration from Miami University in Oxford, Ohio and a Master of Business Administration in marketing from Loyola University in Chicago, Ill. He is part of a select group to be recognized as a Certified Community Researcher (CCR) by C2ER. Jim is an avid amusement park enthusiast serving as historian for the National Amusement Park Historical Association, overseeing the International Association of Amusement Parks and Attractions' Oral History project, publishing six books and authoring numerous articles on the subject.