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**AllianceSTL Names B2B Technology Marketing Executive
Greg Dietrich as Senior Vice President Marketing and Communications**

Dietrich will lead regional branding and marketing strategy aimed at attracting businesses to locate or expand in St. Louis

ST. LOUIS – The St. Louis Regional Economic Development Alliance (AllianceSTL) today announced it is expanding its team to include St. Louis-based Greg Dietrich as Senior Vice President of Marketing and Communications. In his role, Dietrich will be responsible for creating and implementing a comprehensive branding and marketing strategy aimed at locating and expanding businesses to elevate the St. Louis region’s image as a place to live, work and invest.

Dietrich will work closely with other AllianceSTL team members to increase the number of business clients actively considering St. Louis to locate or expand their companies. He will also work with with national and international reporters to increase positive media coverage for the St. Louis region among both general and industry-specific outlets. In addition, Dietrich will work with area economic development organizations to adopt and implement a consistent and collaborative regional narrative and strategic marketing platform for recruiting businesses.

“Greg understands high-growth businesses and startups – what they want and what gets and keeps their attention,” says AllianceSTL CEO Steve Johnson. “He also gets what makes St. Louis a region where companies can start up, stand out and stay. When top regional business leaders formed AllianceSTL to help bring more jobs and investment to St. Louis, we knew a strong marketing leader would be critical to our success. We are thrilled that Greg will be joining our team.”

Previous to his position with AllianceSTL, Dietrich has led strategic marketing efforts specializing in digital campaigns and lead generation for MilliporeSigma, startup Olumia Life, DataServ, Equifax and Edward Jones. Most recently, he served as Director of Marketing for Netsurion, a cybersecurity company that expanded its presence to St. Louis in recent years, where he focused on digital and social media advertising, lead generation programs, online and media content platforms and business engagement. At AllianceSTL Dietrich will develop and launch a results-driven regional marketing

platform that delivers the St. Louis story to wherever potential clients get their information: traditional media, social, online platforms and industry verticals.

Dietrich has served on the Board of Directors for the St. Louis chapter of the American Marketing Association and is currently its President-Elect. “I look forward to supporting AllianceSTL’s concentrated efforts to tell the St. Louis story and working with our partners to actively and professionally recruit businesses to the region,” says Dietrich. “Helping St. Louis grow is a team effort, and for us starts with telling businesses and top talent why Fortune 250 to agtech startups to recent college graduates want to be part of St. Louis’ growing momentum.”

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About Alliance STL:

The St. Louis Regional Economic Development Alliance (AllianceSTL) is a business-led economic development organization which promotes the economic growth and development of the Bi-state region. AllianceSTL was launched in March 2019 to stimulate sustained regional growth by aggressively pursuing and attracting competitive business investments. AllianceSTL operates in conjunction with a CEO-led board of directors which includes leadership from top St. Louis corporations and respected local organizations such as Civic Progress, the Regional Business Council and the St. Louis Regional Chamber. This highly regarded leadership team reflects a unified commitment to drive significant area economic growth by providing compelling, customized business solutions, insight and assistance that will serve as a magnet to organizations – while underscoring St. Louis’ competitive economic advantages and quality of life. To learn more, visit www.alliancestl.com.