

Victoria Conner is principal of Strategic Vitality LLC, a strategic planning and “creative consensus-building” firm. She is also a co-founder of EconAlliance and has served the organization for several years as consultant and Initiatives Director, coordinating various industry and support initiatives.

Conner has provided consulting support for a variety of clients: Allan Hancock College (AHC), San Bernardino Community College District’s economic development division, Lompoc Adult School and Career Center, Orfalea School of Business at Cal Poly SLO, and United Way NSBC, as well as OASIS, Center for Employment Training, Grower-Shippers Association, and the San Luis Obispo and Pismo Beach visitors’ bureaus. Prior to Strategic Vitality LLC, Conner had a public relations/marketing firm serving clients such as PG&E, Union Bank, Blue Cross, and others.

Conner considers her chief accomplishments to be the development of four statewide strategic plans with California space enterprise, each engaging over 150 executive/management stakeholders from 100+ organizations; the co-founding of EconAlliance and its key initiatives; support for the successful grant application for the Allan Hancock College Adult Education Consortium’s AEBG funding; and the development of a \$15M successful Department of Labor grant for an industry-related nonprofit’s statewide initiative. The initiative featured 40+ funded statewide partners and 25 projects around education, workforce, innovation, and economic development.

Conner has presented twice at the national *Association of Strategic Planning Conference* as well as at workshops for the U.S. Department of Labor’s national convention. She is referenced in the Council on Competitiveness’ *Collaborate: Leading Regional Innovation Clusters* and is published in the *Economic Development Journal*, key publication of the International Economic Development Council.

Conner has served as Assistant District Governor and Awards Chairperson for District 5240 of Rotary International, and is a past president of Rotary Santa Maria South. She earned a B.A. in English from CSU Fullerton, as well as a teaching credential and taught elementary and middle school prior to her private sector work. Her earlier private sector work was in HR, public and community relations, and outreach.