Emily Rebecca Manz

Newark, NJ

Newark economic development professional with 14+ years expertise in tourism, business attraction, small business, workforce, real estate, policy, destination marketing; seasoned in leading cross-sector, collaborative initiatives in Newark, and unlocking potential of quasi-governmental organizations.

Professional Experience

Invest Newark, Newark, NJ Sept. 2022 - Present
Chief Business Development Officer + Director of Marketing

Focused on defining and communicating Newark's assets across all platforms; securing diverse funding to better serve Newark residents; and providing tailored, relevant services to businesses for growth and expansion

- Oversaw annual departmental operating budget of $1.5M plus $8M+ in capital/service projects
- Managed team of 6 to organize approx. 15+ business training programs with 400+ graduates per year, and provide variety of technical assistance to estimated 500+ businesses a year
- Led direct meetings with state-level agencies, corporate partners, municipal officials, non-profit leaders and philanthropic community on behalf of Invest Newark
- Obtained $8.85M in state funds for streetscapes, business loans & grants, transportation services
- Secured $1.2M dollars from private foundations for training programs, grants and operations
- Led marketing overhaul of Invest Newark logo, website, newsletter, and social media presence increasing social engagement 1300%, website visits 20% and e-newsletter engagement 220%
- Spearheaded $3.6M Retail Reactivation program, opening 6 businesses to-date and 7 to come
- Revamped Restaurant Week integrating new logo, mobile passport, and engaging 70+ restaurants
- Initiated, fundraised for and authored report; *Unmet Demand on Newark's Commercial Corridors*
- Hired full-time UEZ Coordinator, Lead Navigator, AVP of Business Development, and Marketing Assistant; growing business development team from 3 to 7 in 3-years to increase dept. services
- Relaunched Newark's participation in ICSC tradeshow with grant funding, appointment setting
- Prepared and presented reports and resolutions for Board of Directors, Newark Municipal Council

Preservation New Jersey, Trenton, NJ Mar. 2020 – Sept. 2022
Executive Director

Statewide member-supported non-profit founded in 1978 promoting the economic vitality, sustainability, and heritage of New Jersey's diverse communities through advocacy and education.

- Ensure processing of organization's annual 990, insurance policies, state charity status filing
- Execute two annual fundraisers, membership meeting for statewide, $250K budget non-profit
- Report on programs, fundraising, and detailed financial standing to 15-person Board of Directors
- Respond to press inquiries, and provide letters/statements of support for preservation hearings

EMI Strategy, Newark, NJ Mar. 2016 – Sept. 2022
President

Boutique consulting firm based in Newark specializing in economic development, economic development marketing, business attraction, tourism, and retail corridor programming.

- Led high-profile introduction to Newark, final site tour and Quality of Life Roundtable session for Amazon HQ2 bid in April 2018 and later SOSV/HAX site familiarization tour
- Led business attraction strategy for Rhode Island defense, composites, and maritime industries
- Recruited 22-person marine technology electronics manufacturing firm to Rhode Island
- Brokered meetings for Rhode Island at Institute for Professionals in Taxation Credits + Incentives Symposium and SEA AIR SPACE, the Navy League's Global Maritime Exposition
- Led state funding application for employer training program targeted to formerly incarcerated
- Coordinated broker events, site tours, and marketing for repositioning of Fort Monmouth
- Developed and ran first-ever Bloomfield Center Restaurant Week in 2020 and 2021
- Supported Downtown West Orange run 8-downtown festival events, Downtown Thursdays
- Invented and executed Bound Brook's Battle & Brews History Walk & Pub Crawl to combine past Revolutionary War fame with its current Latinx entrepreneurial community for 3+ years running
- Coordinated/taught after-school YEA entrepreneurship program for Newark students grades 6-12
- Led research published as *Project for Public Spaces Playbook for Inclusive Placemaking*

OCO Global, New York, NY Jan. 2015 – Mar. 2016
Senior Investment Promotion Consultant

International leading economic development advisory firm with 80 employees across 11 offices in Belfast, Dublin, London, Paris, Frankfurt, Tokyo, Shanghai, New York, Los Angeles, Bogota and Dubai.

- Led life sciences lead generation for Japanese External Trade Organization investment promotion agency; supported expansion of major medical device manufacturer Conmed to offices in Japan
- Assessed space and workforce needs with 50+ C-Suite executives for potential relocations to Japan
- Generated 20+ introductions for clients to C-Suite multipliers including credit & incentive leads

Brick City Development Corporation *(now Invest Newark),* Newark, NJ May 2012 - Nov. 2014
Real Estate & Business Attraction

Focused on supporting Newark-based entrepreneurs, marketing Newark and building a homegrown technology sector. Jointly reported to SVP for Real Estate and CEO.

- Invented and ran first two 'Newark Tech Week' week-long series of events, marketing + programs
- Recruited and ran 5 brand new programs geared for small business and entrepreneurs in Newark
  - Connecting NJ, State Broadband Initiative: Small Business Web Marketing program, 1st in NJ
  - Etsy Craft Entrepreneurship Program, 1st in New Jersey, 3rd in United States
  - Lean Start-Up Machine (2012, 2013, 2014), 1st in New Jersey
  - United Kingdom Trade & Investment Great Tech Awards Roadshow Stop, 1st in New Jersey
  - Code Crew New York: Black-Owned, HTML/CSS Subsidized Program, 1st in New Jersey
- Reported directly to the Board of Directors on Newark Technology Development Strategy
- Conducted interviews for asset and needs assessments with Newark manufacturers in each ward

Heldrich Center for Workforce Development, New Brunswick, NJ Nov. 2011 - May 2012
Research Assistant

The center, founded in 1997, is one of the nation's foremost research and policy organizations dedicated to strengthening the American workplace during an era of rapid global economic change.

- Developed case studies for publication on community college programs for dislocated workers with focus on successful strategies like stackable credentials and flexible financial support

Other Experience

Have You Met Newark Tours Oct. 2012 - Present
Co-Founder

- Co-founded only for-profit tour operator in Newark, operating successfully for 12+ years
- Personally guided 350+ walking tours of Newark for residents, visitors, and employees in Newark
- Leveraged 3500+ tour attendees to generate spending in coffee shops, retail businesses, and restaurants with laser focus on increasing dollars spent in minority and woman-owned businesses

Rutgers University-Newark Sept. 2017 – Dec. 2018
Part-Time Lecturer

- Taught courses on non-profit organizations and public service for undergraduate students

Education

MA, City and Regional Planning (MCRP) Sept. 2011 - June 2013
Rutgers, Edward J. Bloustein School of Planning and Public Policy, New Brunswick, NJ

MA, International Relations Sept. 2010 - June 2011
Central European University, Budapest, Hungary

- Full Tuition 1-Year Fellowship; Concentration: International Political Economy

BA, Economics (Honors), and BA, Political Science Sept. 2006 - June 2010
The University of Delaware, Newark, Delaware

- Full Tuition 4-Year Merit Scholarship – Francis Alison Scholar

Professional Affiliations

Board Member, Newark Regional Business Partnership, Newark, NJ
Board Member, Newark Workforce Development Board, Newark, NJ
Board Member, Downtown New Jersey, Statewide Non-Profit
Member, International Conference of Shopping Centers
Member, International Economic Development Council

Select Presentations

Winning the Deal: How Cities Are Attracting Top Retailers - *ICSC New York, 2025*
Inclusive Impact: Forging Linkages Between Local Economies & Public Space - *Placemaking Week, 2019*
In the Center of It All: Outside the Box Strategies for NJ Downtowns - *APA-NJ Annual Conference, 2018*
Hosting the World: Increasing the Economic Impact of Tourism through Tours - *IEDC Future Forum, 2017*
Perception and Economic Development in Newark: Taking Action – *TED x Broad Street, 2013*

Volunteer Service

Board Member, Congregation Ahavas Sholom & Gala Chair, Tikkun Olam Awards, Newark, NJ
Newark Public Library 2025 Gala Committee, Newark, NJ
Former Affiliations: Board Member, FP Youth Outcry HUBB and Gallery Aferro, Newark, NJ

Language Skills

Fluent English Proficient Spanish