



Dallas-Fort Worth

LOCAL PRODUCT COUNCILS PRESENT

WHAT'S NEW WHAT'S NEXT?



**IPC
& P3**

Industrial

Public/Private
Partnerships

MODERATOR



Alexis Semach
Peinado Construction



Charles Meachum
Ericsson



Daniela Pires
Ericsson



Marichelle Samples
City of Lewisville



Christina Williams
City of Lewisville

Fostering Innovation and Collaboration for the Future of Industrial Facilities

Lewisville is looking to continue its economic development policy by promoting a business-friendly environment that attracts innovative development. To do this, the city is removing barriers to development and streamlining the development process to make it easier for prospects to set up shop. Ericsson, a recent addition to the city's business community, chose Lewisville for many reasons. While the first ever 5G Smart Factory did face some development challenges, City of Lewisville and Ericsson worked closely to resolve these issues quickly. Discover how cities and industrial facilities are collaborating to create innovative solutions for development!



BIOS

Alexis Semach

Alexis Semach is the current Director of Client Services at Peinado Construction, a “Premier Design-Build General Contractor” firm that specializes in Industrial, Manufacturing, Distribution Centers, Medical and Data centers in Dallas, San Antonio and Houston.

Alexis has over 15 years of industry experience, and received her BS in Civil Engineering and MS in Geotechnical Civil Engineering from Ohio State University.

Charles Meachum

As a corporate real estate leader, Charles Meachum has spent recent years directing organizations in the telecommunications industry, from the Real Estate function, Region North America at Ericsson to Regional Operations for Nokia in the Americas, developing a shared workplace vision and strategic roadmap supporting the business, leading teams to deliver with operational excellence, while improving organizational efficiency and effectiveness. Mr. Meachum has a MA in Applied Economics and BA in Economics from SMU, and a BBA in Finance from SMU’s Cox School of Business.

Daniela Pires

Daniela Pires is Head of Ericsson’s USA 5G Smart Factory, based in Lewisville, Texas, which assembles 5G products for US customers. In this role, she is responsible for leading the growth of the site, including new product introduction program for Americas, driving digitalization and continuous improvement across supply chain and operations, and supporting the integration of Industry 4.0 concepts in manufacturing. Daniela joined Ericsson Brazil in 1999 and has held multiple roles in manufacturing, supply chain management and project management. In 2019, she relocated to Texas to lead the Supply Chain Management team for the USA 5G Smart Factory, which launched commercial operations in March 2020. Daniela was appointed Head of the USA 5G Smart Factory in October 2021.

Marichelle Samples

Marichelle Samples is the current Director of Economic Development for the City of Lewisville. She has more than 9 years of local government experience, and previously served in the City of Dallas Attorney’s Office as the Assistant City Attorney. Over the last eight years, Samples’ practice has focused heavily on economic and housing development projects, such as the redevelopment of the iconic Statler Hotel into a multi-family/hotel/retail mixed-use development; the redevelopment of the historic old Dallas High School into a commercial/office space, which was seen as a major pedestrian connection between Deep Ellum, and the Arts District, with the Latino Cultural Center; and the development of the first Alamo Drafthouse in Dallas. Samples holds a Bachelor of Science in Political Science from Texas A&M University-Commerce and her Juris Doctorate from Oklahoma City University School of Law.



BIOS

Christina Williams Christina Williams currently serves as the Economic Development Manager for the City of Lewisville, and has over 8 years of local government experience. Previously she worked in Tennessee as a Copyright Research Analyst for Broadcast Music, Inc, and received her B.S. in Recording Industry: Music Business from Middle Tennessee State University.

NOTES

A grid of 20 columns and 20 rows of small gray dots, designed for taking notes. A dashed green line is visible in the bottom right corner, curving upwards.