



# Charlotte

## **WLI Champions Profile**

**Name** Tracy Dodson  
**Title** Assistant City Manager and Director of Economic Development  
**Company** City of Charlotte  
**Discipline** Many – Economic Development, Real Estate Development, Planning/Transportation

### **Describe a magic moment in your career or life.**

When I learned to let it go. This industry (real estate or economic development) is unpredictable. You lose too much to be stressed out over what you cannot control. I've learned to focus my efforts on being more nimble and able to pivot with what comes at you.

### **Describe who or what has been a key influence in your life.**

I've had a lot of different roles/jobs in Charlotte. I used to hate that. However, now when I look back, it's not one person or role but the combination of them all that have been influential. I realize how much the various bosses or teams have played a part in shaping who I am in my career. From learning what to do, what not to do or what it takes to be a successful leader.

### **What do you see as the next big challenge as an industry?**

Charlotte is on fire and we will keep that momentum. However, the biggest challenge we will have in this region (ultimately impacts the industry) is keeping up with the growth. Stay ahead in infrastructure, transportation, and keeping the quality of life consistent with what we know today.

### **What is your secret talent?**

Reading the room – I use to pride myself on being able to read a room and adapt to it – a chameleon of sorts. Until someone recently pointed out that adapting to others is not always a strength. That said, I'm amazed every day how people do not take the time to understand who they are in a room with or how to create a place for mutual collaboration and communication.

### **What is your take on championing others?**

That is what it is all about. I tell my team that I have no interest in being the face of economic development for the City that it is each one of them who is the face of ED. My drive everyday is pushing for opportunities for them to be champions.

### **What is one word that captures you?**

Passionate