



CASEY STEINBACHER

Founder
Finding Next

Casey Steinbacher, Founder of Finding Next, is widely recognized as a national expert in urban innovation strategies. Her company identifies and creates NEXT opportunities for organizations, businesses and communities, with a unique emphasis on people and place-based economic and workforce development.

Casey is a 27 year veteran of leading community based organizations focused on business and economic development. She served as CEO of three Chambers of Commerce in Pennsylvania, Florida and North Carolina. During her tenure in the Research Triangle region, the Durham Chamber received international acclaim for its leadership in economic, workforce and entrepreneurial development. She is credited with authoring the innovative talent attraction strategy that targeted entrepreneurs and millennials as key components for the place based renaissance of downtown Durham, NC that MSNBC proclaimed as the "start up capital of the south".

Her current company, Finding Next, has assisted in reimagining the model for clients that include chambers of commerce, economic development organizations, businesses, local communities, and non profit organizations.

She also currently serves as the Executive Director of a talent development non-profit in North Carolina that has been recognized nationally as a Best in Practice.

She is an accomplished author, most recently releasing the ebook, "**From Relevant to Essential**" that redefined the work chambers and community based organizations need to do to elevate their value from relevant to essential.

www.findingnext.com