



Crystal Morphis, CEcD, Managing Partner

As a Managing Partner, Crystal has developed strategic plans, marketing strategies, best practices analyses, statewide industry studies, existing business retention and expansion programs and has been involved in local and regional product development initiatives. She led the consulting team for the Triangle North project, a four-county multi-jurisdictional technology park development north of the Research Triangle Park. The project won an innovation award from the National Association of Development Agencies. She assisted with North Carolina's first analysis of the state's motorsports industry that quantified the economic impact of the industry and developed retention and expansion strategies for local, regional and state economic development agencies. Crystal is also the project manager for a statewide, multi-year economic development initiative with ElectriCities of North Carolina, Inc. to assist more than 30 communities in building stronger economic development programs.



Prior to joining Sanford Holshouser, Crystal served seven years as a county economic developer. She was Vice President then President of Surry County Economic Development Partnership. She implemented successful initiatives in new business recruitment, business retention and expansion, small business development, entrepreneurship and workforce development.

Crystal is an instructor at the UNC-Chapel Hill Basic Economic Development Course speaking on business retention and expansion. A former board member of the North Carolina Economic Developers Association, Crystal has served in several regional and state leadership positions. She is a past board member and executive committee member of the Piedmont Triad Partnership in NC. Crystal has been a presenter at the International Economic Development Council's Annual Conference.

Educational Background:

Salem College, Bachelor Degree in Economics
University of North Carolina at Charlotte, Master Degree in Economics
Basic Economic Development Course, University of North Carolina, Graduate
Economic Development Institute, University of Oklahoma, Graduate

Professional Registrations and Memberships:

Certified Economic Developer, IEDC designation
International Economic Development Council, Member
North Carolina Economic Developers Association, Former Board Member, Current Member
South Carolina Economic Developers Association, Member
University of North Carolina Basic Economic Development Course Instructor
North Carolina Real Estate Broker

Sanford Holshouser Economic Development Consulting, LLC

US Senator Terry Sanford (1917-1998)
NC Governor James E. Holshouser

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