



Elizabeth Povar, Principal, The RiverLink Group

Principal & Owner
6 years with the firm
38 years of experience

Education

- B.S. 2000
Organizational
Management
Bluefield College
- CEcD Emeritus

Areas of Expertise

- Economic
Development
- Rural Development
- Strategic Planning
- Facilitation
- Entrepreneurial
Ecosystems
- Board Management

Professional Affiliations

- Virginia Rural Center
Board
- CARDINAL Board
- VA Ed Strategies
Board
- Commonwealth
Alliance for Rural
Colleges Vice-
Chairman
- Rivers Region
Entrepreneurial
Ecosystem Council
- Virginia Economic
Developers
Association Past
President
- Co-Founder of CARES

Ms. Povar has 38 years of experience in economic development at the local, regional and state levels, including business attraction, expansion and formation, group facilitation, strategic planning, community development and higher education/workforce connectivity. She is the Principal of the RiverLink Group, an economic development consulting firm, state-certified SWaM #822198 and certified federal government small business (CAGE code 97NQ4). RiverLink provides advisory services to localities, regions, non-profits and private firms impacting the economic health of communities.

GO Virginia Region 3. Entrepreneurship Advisor (contract manager). Responsible for staff support for pipeline development and project oversight aligned with the Region 3 Entrepreneurial Strategy and other tasks as assigned. Previously served as program manager. (2016 - continuing)

Powhatan County Economic Development Authority: Principal contact. Led a team that was responsible for development and facilitated guidance to the Powhatan EDA to launch its economic development strategy. Deliverables included: 8 learning sessions for the EDA; develop and train local leaders on Business Retention Strategy; baseline analysis of 30 existing businesses in locality; develop of new economic development brand and website. (2017)

Chesapeake Bay Governor's School: Principal contact. Facilitated engagement of four principal audiences that provided baseline input into the CBGS's first Strategic Plan. Facilitated multiple stakeholder sessions for The Joint School Board; the Steering Committee; the Advisory Committee; and the Faculty. Supported the design, implementation and analysis of a formal stakeholder survey. Prepared final report with recommendations for next step in developing strategic plan. (2018)

Hull Springs: Principal contact. Led a team that was responsible to create a *Business Plan for Selected Uses*. Plan supports Longwood University and the Hull Springs leadership team in implementing a business development strategy optimizing the capabilities of Hull Springs' property and is designed to reflect the academic and environmental sensitivities of the property. (2018)

Rappahannock Electric Cooperative. Principal contact. Preparation of a formal *Economic Development Strategic Framework* used by the leadership of REC to implement a holistic business development strategy. Included an assessment of the REC-footprint economic base, role of utilities in economic development, and recommendations for goals, actions and outcomes. (2019)

