

MEGAN LUCAS, IOM, CECD

Chief Executive Officer and Chief Economic Development Officer

Lynchburg Regional Business Alliance

Lynchburg, VA

MeganLucas@lynchburgregion.org

434-845-5966

Megan is a seasoned community and economic development professional. Her career in the industry spans more than 16 years and includes the states of Tennessee, Nebraska and Virginia.

Megan is currently the CEO of the Lynchburg Regional Business Alliance, Virginia. She is charged with leading the merger of two strong regional organizations: the Virginia's Region 2000 Business and Economic Development Alliance and the Lynchburg Regional Chamber of Commerce in to one regional organization focused on regional economic success. The Chief Executive Officer serves as an entrepreneurial business and economic development thought leader in the region and provides innovative, forward-thinking leadership for the region and the Alliance.

Under the general direction of the Alliance Board, the Chief Executive Officer promotes positive and sustainable business and economic development throughout the region by planning, marketing, organizing, and implementing a progressive business and economic development program; recruiting new businesses; and assisting in the retention and expansion of existing businesses.

Megan has spent the past 16 years in community and economic development as the CEO of the Tullahoma Tennessee and Bellevue Nebraska Chambers of Commerce. For eleven years Megan was the CEO & President of the Bellevue Chamber of Commerce in Bellevue Nebraska where she received her Chamber certification from the US Chamber of Commerce and her Certification in Economic Development from the International Economic Development Council. While in Nebraska she was charged with a broad focus that included military and government affairs, defense relations, business retention and expansion.

Megan is a member of the US Chamber of Commerce Institute Board of Trustees and Chair of the US Chamber of Commerce Curriculum Committee. She has been a US Chamber Institute Instructor for six years teaching: Volunteer Management, Marketing Strategies and Economic Development.

Megan is the recipient of the Omaha Public Power District Community Leadership Award, Bellevue Nebraska Person of the Year 2011 award, Women of Distinction Award and 40 under 40 awards. In January 2017, Megan was named as one of North America's top 50 Economic Developers by Consultant Connect.

Megan was born and raised on a Black Angus Cattle ranch in central Missouri. She received her bachelor of arts from Culver-Stockton College, Canton Missouri and Masters of Science from the University of Memphis, Memphis TN.

Megan moved to Virginia in March of 2012 with her husband Tory Lucas, professor of Law at Liberty University.

Megan believes that vision, integrity and passion are the keys to success.