



# OPPORTUNITY AUSTIN

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## Stacy Schmitt

SVP Communications & External Affairs

### Opportunity Austin

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Stacy Schmitt is the Senior Vice President of Communications and External Affairs at Opportunity Austin, a highly esteemed regional economic development strategy that plays a pivotal role in shaping the economic landscape of the Greater Austin, Texas Region. Stacy spearheads a multifaceted approach to enhance awareness and engage stakeholders in the region's ambitious economic development initiatives. In this role, Stacy increases awareness and communicate with stakeholders about the region's economic development initiatives by leading the organization's marketing and communications, advocacy, and investor relations efforts.

Prior to her current position, Stacy held key leadership roles in a diverse array of industries. Notably, she served as the Assistant to the City Manager and Public Information Officer (PIO) for the City of Hutto, one of the fastest-growing cities in Texas. During her tenure in Hutto, Stacy managed a wide range of responsibilities, including economic development, marketing communications, special events, and tourism. She also oversaw library and information technology services, contributing significantly to the city's dynamic growth and development.

Over the course of her career, Stacy has developed and executed creative strategic plans, communications campaigns, and global corporate programs. With over a decade of experience in marketing, communications, and government relations, she has demonstrated her ability to forge and manage relationships with thousands of organizations, leaders, and influencers to achieve company growth, advance brand initiatives, and implement efficient solutions in fast-paced environments. Stacy is widely recognized for her pro-active leadership, diverse expertise, and exceptional team management skills.

Stacy earned her bachelor's degree in communications and marketing from Stephen F. Austin State University, further solidifying her expertise in her field. Her outstanding achievements have not gone unnoticed, as she was named one of Austin's "Women to Watch" and received multiple nominations for the Austin Business Journal's "Profiles in Power" awards. Currently, Stacy serves on the advisory board for Venture Labs, a non-profit organization dedicated to inspiring youth in entrepreneurship.

Beyond her professional accomplishments, Stacy and her husband Ray are actively engaged in various community organizations. They find great joy in spending quality time with their five daughters and remain committed to making a positive impact on both their professional and personal fronts.