

Tracy Woods  
Key Accounts & Inward Investment Manager, Shropshire Council  
Enterprise Adviser for Ludlow CE School



### Introduction

I would like to start by introducing myself and give you an insight into my background. My name is Tracy and I live in Church Stretton, Shropshire. I am married and have one daughter at secondary school. My main hobby is running /hiking and taking part in challenges such as the Longmynd Hike.

### Career Background

My current job role is Key Account and Inward Investment Manager for the Economic Growth team within Shropshire Council.

I started working for Shropshire Council one year ago having previously held senior roles within the business travel industry and been self employed within the hospitality industry and as a business coach.

### My current role, as Key Account & Inward Investment Manager at Shropshire Council

Within Shropshire Council, I am responsible for managing and nurturing the relationship the council has with some of the largest businesses currently based in Shropshire, along with encouraging businesses to set up or move their operations to the county. I work with these businesses to help gain access to the people or services they need to encourage growth and investment; this could be people and services within Shropshire Council or external partners that could help with research and development, or even funding.

My work is extremely varied, and no two days are the same. The overall goal, however, is to support business growth and investment, which in turn helps create jobs and opportunities for the people of Shropshire.

### My role as an Enterprise Advisor

I am delighted to be offered the opportunity to become an Enterprise Advisor for Shropshire and be linked to Ludlow CE School.

I see this as an opportunity to make a difference; to impact on career support offered by schools, encourage engagement between young people and the business community, and create awareness of the opportunities available to students post school and college.

I believe that businesses can play a key role in guiding young people and helping to highlight and develop the skills of the future workforce. At the same time, businesses can gain insight into what drives and motivates young people.

I look forward to continuing my work with Ludlow CE School and I would encourage other employers and businesses who would also like to get involved in educational support to get in touch.

Email: [tracy.woods@shropshire.gov.uk](mailto:tracy.woods@shropshire.gov.uk)