



## **Karla Moran**

**Senior Project Manager in Economic Development  
Salt River Project**



Karla Moran is a Senior Project Manager in Economic Development for the Salt River Project (SRP). Responsible for attracting and expanding business and industry within SRP service territory; provide site-specific electrical infrastructure identification and cost analysis; collaboratively alongside our state, regional and municipal partners to identify targeted company attraction, expansion and retention efforts conducive to building a healthy economy to advance well-planned growth throughout the Valley of the Sun.

In her role at SRP, Moran seeks to broaden the company's reach and impact by working collaboratively alongside SRP's partners in pursuit of our common goals. Seen as a valued expert in power, water & telecom services, SRP's objective is to lend that expertise when appropriate to advance well-planned growth throughout the Valley of the Sun.

Moran has been in economic development for more than 15 years in a variety of roles at Arizona Department of Commerce, Arizona Commerce Authority and the Town of Gilbert.

Moran attended Arizona State University, where she earned her bachelor's degree in Business Administration. She is also pursuing her Certified Economic Developer designation with the International Economic Development Council and her Arizona Economic Development Pro certification. She serves on the board of CoreNet Global Arizona Chapter, Arizona Association for Economic Development (AAED), Real Estate Investment Advisory Council (REIAC), and is a GPEC Certified Ambassador.