



Trudy McCarthy serves as the Senior Director of Marketing and Strategic Initiatives for the Economic Development Commission of Florida's Space Coast. In this position, she works in partnership with the President & CEO in the development and implementation of the organization's strategic priorities, communications and operational plan.

Trudy identifies and implements non-profit industry best practices for the improvement of internal systems with an eye toward future goals and budgets. She is responsible for the collaborative development and oversight of the organization's programs, business operations, fiscal management and human resources.

Trudy joined the EDC in 2002 as a member of the Executive Office managing special projects. Trudy serves as the staff liaison to the Marketing Council, Governance/Finance Council, Space Coast Defense Alliance, Officers Nominating Committee, Presidents Review Committee, and Audit Review Committee.

Trudy brings to the EDC a strong and diverse background from previous marketing and business management positions including Director of Operations for C-MAP Aviation, a worldwide manufacturer of marine, aviation and terrestrial Global Positioning Systems (GPS) and moving map technology. Prior to this, she managed service and retail businesses.

Trudy received a bachelor's degree in Marketing from New Hampshire College. In 2019, she earned the title of Economic Development Master Practitioner through the Advanced Economic Development Leadership program. While originally from Connecticut, she has also lived in San Diego, Boston, Nantucket, and Hyannis.