

Nicole Radzievich Mertz is the Vice President of Marketing, Communications, and Research at the Lehigh Valley Economic Development Corporation (LVEDC). In this role, she leads a team responsible for developing and executing strategic marketing and communications initiatives that position the Lehigh Valley as a leading destination for business investment, job creation, and talent attraction. The work is grounded in data-driven insights that inform regional economic strategy and decision-making.

Before joining LVEDC in 2020, Ms. Radzievich Mertz spent nearly two decades in journalism. Most recently, she was a reporter for *The Morning Call* in Allentown, where she covered urban development, local government, and politics. She holds degrees in Journalism and Political Science from Pennsylvania State University.