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Cleveland County Government Hires New Economic Development Director

SHELBY, N.C.— Earlier this month, Cleveland County Government hired Ms. Courtney Ashley as the Executive Director for the Cleveland County Economic Development Partnership.

Ms. Ashley previously served as the Economic Development Marketing Manager for the City of Greenville, South Carolina, where she supported the city through startup and small business assistance, business recruitment and attraction, community engagement and content, and program and event development.

“Courtney is a welcome addition to our economic development team. I am confident that her experience, talents, and strategic thinking will build on Cleveland County’s successes moving us into the future,” said County Manager David Cotton.



With over seven years of experience and comprehensive knowledge in economic development and community engagement, she now leads Cleveland County's economic development efforts through new business recruitment, business retention and expansion, project management, site identification, and post-recruitment support.

"This role offers a unique opportunity to collaborate with local businesses, government agencies, and community organizations to promote economic vitality," said Courtney. "I look forward to fostering sustainable growth within the community and spearhead initiatives that attract new businesses, support existing industry, and ensure that Cleveland County remains a vibrant and dynamic place for everyone."

Ms. Ashley has also served as the Marketing and Events Manager for the Town of Forest City and as the Director of Marketing for the Forest City Owls. She has a Bachelor of Arts with majors in Communications and Political Science from the University of North Carolina at Wilmington. Courtney officially started her new role as Economic Development Director on April 15th, 2024.