



Angela Ladetto

Senior Vice President of Marketing and Business Intelligence



Angela Ladetto is Senior Vice President of Marketing and Business Intelligence for the Detroit Regional Partnership (DRP), a leading economic development nonprofit serving the 11-county Detroit Region. In this role, Ladetto oversees marketing and the business intelligence and research team which provides data, research and facts to ensure all DRP programs have the information needed to tell the Detroit Region's story as the premier place to live, work and play in the U.S.

Under her leadership, the research and GIS team also provides industry cluster analysis, economic impact studies, supports a regional economic performance dashboard, and provides lead generation to the business development team. She also coordinates team efforts on organizational strategy and development of annual and three-year strategic plans.

Ladetto has more than 25 years of economic research experience in both the public and private sectors. Prior to joining the DRP, Ladetto worked as director of business research for the Detroit Regional Chamber providing data and content to the business community for more than 20 years. She was responsible for the chamber's Regional Data Center as well as its annual State of the Region report, and launched the award-winning Michigan is AutoMobility report.

PAST EXPERIENCE AND EDUCATION

- Vice President, Marketing, Research and Business Intelligence, Detroit Regional Partnership
- Vice President, Research and Business Intelligence, Detroit Regional Partnership
- Director, Business Research, Detroit Regional Chamber
- Bachelor's in Business Administration, Marketing, Eastern Michigan University

NOTABLE ACHIEVEMENTS AND BOARDS

- Chair, Council for Community and Economic Research (C2ER)
- Co-Chair, 2023 C2ER Annual Conference, Detroit
- Community, Economic, and Workforce Development Applied Research Award, "Fostering Collaborative Community/Regional Initiatives" Category, Center for Regional Economic Competitiveness, 2023
- Graduate, Leadership Detroit, Class XXXIX
- Published "Detroit: A Case Study," The Competitiveness of Cities Report, World Economic Forum, 2014.
- Collaborative Regional Initiatives Award, "Interactive Michigan Automotive Asset Map," The Council for Community and Economic Research, 2018
- Member, State of Michigan Community Development Council Research Committee
- Secretary-Treasurer, Executive Committee, The Council for Community and Economic Research
- Community, Economic, and Workforce Research Award, "Industry Cluster Maps," C2ER, 2021