

Justin Robinson

President & CEO



Justin Robinson is President & CEO of the Detroit Regional Partnership, a leading economic development nonprofit responsible for marketing the 11-county Detroit Region to global business leaders and influencers and attracting new companies, jobs, investment, and technology into the community. Robinson is responsible for the strategic and operational oversight of DRP's core programmatic divisions, ensuring the effective integration of initiatives and alignment with DRP's mission and annual organizational goals. During his

tenure, the DRP has attracted more than 140 projects which are expected to generate \$10.8 billion in investment and create more than 42,300 jobs.

Robinson approaches his work as a form of service, guided by a belief in doing what is right, practical, and fair for the residents, partners, and investors of the region. His career began in urban planning, where he saw firsthand that strong companies and good jobs are the backbone of a vibrant community. That conviction now drives his belief that economic development is a team sport built on genuine regional partnership, with the ultimate goal of strengthening the livelihoods of families across the region.

Robinson has led the formation of multiple DRP programs including Business Attraction, Verified Industrial Properties (VIP) and GEM Central. Prior to joining the DRP, Robinson spent seven years at the Detroit Regional Chamber and nine years at Macomb County, further strengthening a career-long focus on regional economic development and business attraction.

Robinson is a frequent speaker on regional competitiveness, emerging industry trends, and industrial site readiness. He has also served as an ambassador for the Detroit Region internationally, including Germany, China, the Netherlands, and Canada, making the business case for the region and why companies in those markets should invest and partner here.

PAST EXPERIENCE AND EDUCATION

- Chief Program Officer, Detroit Regional Partnership (2025–2026)

- Executive Vice President, Business Development, Detroit Regional Partnership (2019–2025)
- Vice President, Business Attraction, Detroit Regional Chamber (2012–2019)
- Senior Economic Development Specialist, Macomb County Planning & Economic Development (2002–2012)
- Bachelor's Degree in Urban and Regional Planning, Michigan State University

NOTABLE ACHIEVEMENTS AND COMMUNITY INVOLVEMENT

- Serves on the board of the Michigan Israel Business Accelerator (MIBA) and the Detroit Regional Defense Coalition (DRDC)
- Named Economic Development 40 Under 40, co-hosted by Jorgenson Consulting and Development Counsellors International
- Established several programs to support the Detroit Region's leadership in economic development:
 - **VIP by DRP** (Verified Industrial Properties), an award-winning, \$17 million site readiness initiative that catalogs and verifies vacant industrial properties across the Detroit Region, streamlining site selection for companies.
 - **The Road to 2030** is an initiative to identify high-growth advanced mobility technologies, from hydrogen fuel cells to software-defined vehicles, set to shape the Detroit Region's mobility industry over the next five to seven years and guide regional strategy in business attraction, talent, and innovation.
 - **The PlanetM Landing Zone**, a mobility startup accelerator designed to ensure the world's best mobility startups bring their technology to market in Detroit.

Robinson lives in Detroit with his wife, Shawn. Outside of work, he enjoys reading, hiking, and spending time up north on the Leelanau Peninsula.