



## Alicia Henry Named New WCIDC Marketing Director

*Henry promoted following retirement of Joe Sisley*

GREENSBURG, PA, January 6, 2022 — Westmoreland County Industrial Development Corporation is pleased to announce the promotion of Alicia Henry to the position of Marketing Director. In her new role, Henry is responsible for negotiating land sales and building leases in WCIDC business parks, and she leads the WCIDC marketing team in its efforts to promote economic development opportunities throughout Westmoreland County.

An alumna of Boston University, Henry joined the WCIDC in 2016. In her previous role as marketing coordinator, she was involved in all aspects — including contract negotiations — of the organization’s marketing efforts. Prior to joining the WCIDC, she worked as a marketing & operations manager with a regional construction company and as a producer for CNN.

Henry takes over for Joe Sisley, who retired at the end 2021 after working 43 years for Westmoreland County – the last 38 for the WCIDC. During his tenure, Sisley was instrumental in growing the Westmoreland County industrial park network from a single business park to [a robust network of 19 parks](#), including an intermodal freight intermodal terminal. WCIDC industrial parks are home to more than 160 businesses that employ approximately 8,600.

“We’re excited and fortunate to be able to promote someone as talented as Alicia,” said Jason Rigone, WCIDC executive director. “Alicia worked closely with Joe these past several years and is well known in the local commercial real estate industry. I’m confident that our team won’t miss a beat with her leading our marketing efforts.”

In addition to marketing the properties it develops, the WCIDC also maintains the site-selection tool [westmorelandsites.com](#), which lists available commercial properties in Westmoreland County.

### **About Westmoreland County Industrial Development Corporation**

Founded in 1983 by the Westmoreland County Board of Commissioners, the Westmoreland County Industrial Development Corporation implements a comprehensive economic development strategy to promote growth in terms of job creation, economic output and a stable tax base for Westmoreland County. Through the development of a county-wide industrial park system, a responsive Business Calling Program and involvement in public/private partnerships, WCIDC strives to foster business growth, resulting in job opportunities for the citizens of Westmoreland County.

[www.WestmorelandCountyIDC.org](http://www.WestmorelandCountyIDC.org).

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