

Justin Robinson

Senior Vice President of Business Development

Justin Robinson is Senior Vice President of Business Development for the Detroit Regional Partnership, a leading economic development nonprofit serving the 11-county Detroit Region. Robinson leads the business development team, raising awareness of the Region as an ideal location for corporate investment and helping foreign and domestic firms explore, invest, and create jobs in the community.



Robinson previously served as the vice president of business attraction for the Detroit Regional Chamber where he led a team of professionals responsible for marketing the Detroit Region to global corporations helping them explore and invest in the market.

Robinson's aggressive, proactive approach toward domestic business attraction and foreign direct investment has proven success for the Detroit Region. Annually, his teams have led more than 30 domestic and international outreach trips, engaged with more than 100 site selectors, and hosted more than two dozen visiting foreign delegations. These sustained efforts have resulted in deep and fruitful relationships with key markets such as Israel, China, Silicon Valley, Italy, Germany, Japan, Austria, France, and the Netherlands.

PAST EXPERIENCE AND EDUCATION

- Vice President, Business Attraction, Detroit Regional Chamber
- Associate Planner, Macomb County Planning & Economic Development
- Senior Economic Development Specialist, Macomb County Planning & Economic Development
- Bachelor's degree in urban and regional planning, Michigan State University

NOTABLE ACHIEVEMENTS AND COMMUNITY INVOLVEMENT

- 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 the future of automotive and mobility:
 - DRIVEN, a website, podcast, and newsletter platform that tells the story of the Detroit Region's global leadership in Mobility
 - Mobility startup accelerator, the PlanetM Landing Zone – designed to ensure the world's best mobility startups bring their technology to market in Detroit
 - New event series called Mobility Technology Showcases that invites the world's best in mobility to exchange ideas and build partnerships to advance the future of mobility
- Current boards: Michigan Israel Business Accelerator, British American Business Council, Michigan Chapter
- Serves on multiple state and regional committees dedicated to growing the capacity of the economic development sector and economy in Michigan and the Detroit Region