



**Christina Bibler** is an award-winning communicator and experienced leader with demonstrated success for nearly two decades building high performing teams, leading strategic change and developing innovative economic development programs.

As the Director of Economic Development for the City of San Diego, she has led her team to successfully launch an online business portal through OpenCounter providing proactive customer service citywide for businesses and residents, revised the industry incentive policy to focus on economic inclusivity and growing middle wage jobs, lead the Promise Zone Increasing Economic Activity committee with the key task of bringing new businesses to an underserved area, negotiated several business retention and expansion investments, created an online interactive map to highlight the startup community, modified the land development code to allow placemaking, and updated/modernized two dozen policies and procedures. She specializes in finding solutions to complex challenges and putting the right people in the right place.

A San Diego native, Christina earned her Master's Degree in City Planning, certificate in Community and Economic Development, and Bachelor's Degree in Applied Arts and Sciences from San Diego State University. She is passionate about serving the community and currently serves as a member of the San Diego Women's Foundation, a newly appointed Board Member of CALED, and Board member for the San Diego Workforce Partnership. She resides in north San Diego county with her husband, Chad, a U.S. Navy Commander; and their children, Jonah, 11; Lincoln, 7; and Everett, 1.