



**THE WOODLANDS AREA**  
ECONOMIC DEVELOPMENT PARTNERSHIP  
UNMATCHED OPPORTUNITY. UNRIVALED COMMUNITY

**GIL P. STALEY**  
**CHIEF EXECUTIVE OFFICER**

Gil Staley has been with The Woodlands Area Economic Development Partnership for over 19 years and serves as Chief Executive Officer. In this position, he is responsible for recruiting new businesses to the South Montgomery County area as well as directing the business retention and expansion program. Gil also oversees the operational aspects of the EDP while maintaining the financial integrity of the organization.

Before joining the EDP, he was the District Sales Director in Houston for Delta Air Lines. In this role, he was responsible for marketing, corporate sales, and community affairs for Central & South Texas, Louisiana, Mississippi, and Alabama. Gil was with Delta for over 26 years.

Gil is a 2009 Center for Houston's Future Business/Civic Leadership Forum graduate, as well as a 2006 Leadership Montgomery County graduate. He serves on numerous community boards including The Woodlands Area Chamber of Commerce, Gulf Coast Workforce Board and Conroe North Houston Regional Airport Advisory Board. Gil is a member of the Texas Economic Development Council, the International Economic Development Council and Commercial Real Estate Association of Montgomery County.

Gil is a graduate of Stephen F. Austin State University with a B.B.A. degree in Business Management.



**Danielle Scheiner**  
**Executive Director**  
**Conroe Economic Development Council**

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As Executive Director of the Conroe Economic Development Council, Danielle is responsible for marketing Conroe to new and expanding businesses. In the last few years she and her team have attracted 23 new projects to Conroe with an estimated \$665 million in capital investment and the addition or retention of 1,416 jobs. She received a B.S. from Texas A&M University and is a certified Professional Community and Economic Developer (PCED). Danielle is a graduate of both the Community Development Institute (CDI) and OU Economic Development Institute (EDI) and was named a 2018 Top 50 Economic Developer in North America by Consultant Connect.

Danielle's professional memberships include the International Economic Development Council, the Texas Economic Development Council (where she served on the Board of Directors), Team Texas (where she serves as Chairman of the Advisory Council), the Texas Economic Development Corporation (GoBiginTX), the Southern Economic Development Council, and the Commercial Real Estate Association of Montgomery County. She also serves on the Gulf Coast Workforce Board, the Gulf Coast Economic Development District Board of Directors, and the Greater Houston Women's Chamber of Commerce Board of Directors.

Danielle's community involvement includes her current service on the Boards of Directors for the Montgomery County Food Bank, the HCA Houston Healthcare-Conroe Board of Trustees, the Conroe/Lake Conroe Chamber of Commerce (where she is a Past Chairman), the Conroe Tourist Council and the Conroe Main Street Advisory Board. She previously served on the Board of Directors for Leadership Montgomery County (where she is a Past Chairman) and New Danville (where she is a Past Chairman).

She and her husband Stacy live in Montgomery and are the proud parents of two boys.



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**HOLLY GRUY**  
**CHIEF OPERATING OFFICER**

Holly Gruy has been with The Woodlands Area Economic Development Partnership since 1999 and serves as the Chief Operating Officer. In this position, she is responsible for the day-to-day operations of the organization. In addition, she manages the organization's staff, budget, accounting processes and functions, serves as the HR administrator, and oversees assigned committees in order to meet the organization's strategic goals. She also assists the CEO with business recruitment efforts, including representing the organization on domestic and international trade missions.

Holly has a Bachelor of Science in Criminal Justice-Victim Studies from Sam Houston State University, where she maintained a 4.0 GPA in her major and graduated with Latin Honors of Cum Laude. She also has an Associate of Arts Degree from Lone Star College – Montgomery. She is a 2002 Leadership Montgomery County graduate and a 2019 graduate of the Center for Houston's Future Business/Civic Spring Forum. Continuing her professional development, she received her Master Economic Development Practitioner (MEDP) certification in 2023 through a dynamic partnership among four major universities: The University of Southern Mississippi, Texas Christian University, The University of New Mexico, and Valdosta State University. She also has earned certificates for Essentials of Leadership and Effective Strategy Formulation through Rice University Jones School of Business.

Holly is a member of the Greater Houston Women's Chamber of Commerce (GHWCC), Society for Human Resource Management (SHRM), HR Houston, and the Leadership Montgomery County Alumni Association. She currently serves as an Ex-Officio Board Member for GHWCC and has previously served as a board member for Inspiration Ranch, Executive Women's Alliance (EWA), Montgomery County Society for Human Resource Management (MC-SHRM), and the Montgomery County Humane Society.

Holly has volunteered for many non-profit organizations such as CASA Child Advocates of Montgomery County, LMC's Leadership Series and Alumni Leadership Council, Children's Safe Harbor, Inspiration Ranch, Interfaith of The Woodlands, IRONMAN North American Championship, Executive Women's Alliance - Women of Vision, and Dachshund Rescue of Houston.

## **Betty Russo**

Betty Russo has worked as the 54-county Gulf Coast/East Texas Regional Representative within the Office of the Governor for over nine years. In her role, she works to market Texas and the region as one of the best places to do business and supports local economic development allies with projects, opportunities and training.

Betty is a native Texan who graduated from the University of Texas in Austin. She has been married for 41 years and has two sons who are both working in the East Texas region. With over 19 years of economic development experience, she has served in rural, regional and state efforts in Texas to recruit, retain and expand businesses.

Betty originally started as a paralegal in a large law firm, but then decided to learn about and work in the economic development field. Her current career started in a small community and grew into a regional position which assisted communities with economic development and tourism. Betty subsequently joined a county-wide economic development corporation which eventually led to her current position within the Governor's Office. Betty's career has been greatly enriched by being a part of this dynamic group and she thoroughly enjoys working with everyone in the region and the Governor's Office.



**John Cypher**  
**Director, Americas**  
**Greater Houston Partnership**

John A. Cypher has led a diverse career that includes private industry and government service. As Director, Americas at the Greater Houston Partnership John is responsible for developing international business and trade strategies and coordinating events and activities to attract foreign direct investment. John also assists in the development of policy positions - identifying issues, developing positions and designing and executing advocacy plans – to enhance international competitiveness and business

perception of the Houston region.

To effectively promote Mexico and the historic energy reform during his tenure at ProMexico, John relied on his extensive network of elected and appointed officials in City, County, State and Federal Government, Consulates, Trade Offices, Bilateral Chambers, Foreign Banks, International Governments and International Banks. John guided and coordinated investment strategies in Mexico for small business and multi-national firms and conducted strategic evaluations of Mexican companies looking to export their products or open a facility in the US then supported their efforts to successful conclusion.

Prior to working at ProMexico John conceptualized, designed, launched and managed Bullie, a men’s shaving and skin care line where he directed every aspect of operations; vision, strategic planning, finance, product launch, sales and marketing, e-commerce, customer relations and retail management. Bullie kept ahead of trends by offering innovative products; the first under- eye treatment for men with a roll on applicator and one of the first non-foaming shave gels.

## **Rachel Steele**

Rachel Steele loves rural communities! For over twenty-five years she's worked outside the Beltway with rural towns and counties to assist with community planning, economic development and disaster recovery efforts. Ms. Steele has developed and been awarded over \$30M in capital investment projects from U.S. EDA to assist with resiliency planning, and infrastructure development in central Texas and the Houston Gulf Coast.

Currently, Rachel is the Executive Director of the Magnolia EDC in Magnolia, Texas, her hometown. In her time at the MEDC, she has worked with several departments to fund parks, public safety and infrastructure projects showing that economic development can support multiple goals and needs within a community.

In her spare time Ms. Steele enjoys time with family and her 12 nieces and nephews.