

Theresa Clary
Subject Matter Expert
Consultant

An expert on the world of work with a focus on geographic workforce planning, Theresa Clary's analytical strengths and broad workforce development experience are used for creating effective human capital strategies. With more than 20 years experience in geographic community and industry-based workforce development, including workforce planning, workforce and economic development, training, hiring, and recruitment, Clary is the founder and chief executive officer of Workforce Strategies, Inc., which creates and delivers uniquely detailed workforce demographics and market analytics. She has a master's degree in Human Geography from the University of Massachusetts and a bachelor's degree in Business Administration from The College of New Rochelle.

As a researcher, consultant, and workforce expert, she uses her analytic and communication skills to gather, develop, analyze and present market and industry demographic trends and data, including competitive content. With a commitment to addressing pertinent present day concerns, her findings are contextualized within the scope of current events and local workforce-related issues

Clary's professional background includes consulting and building large geographically based technical and professional training and employment programs across many industries, including health care, manufacturing, the public sector, and more. This includes projects with the United Auto Workers; General Motors; University of Michigan; IBM; Dutchess Community College; 1199 Health Care Service Workers Union and Management Team in the greater New York metropolitan area; New York State Regional Education Center for Economic Development; and multi-million dollar regionally based federal training and re-employment programs for dislocated workers.

With a focus on geographic workforce and economic development, Clary has served thousands across many different locations, industries, and businesses. Her knowledge of workplace skills and occupation talent is used to improve community and geographic workforce sustainability, responding to national and global patterns as they impact regional, industry, and local labor.

A range of workforce expertise allows Clary to deliver more-comprehensive information to human capital professionals, including recruiters, trainers, workforce developers, economic developers, human resource specialists, and businesses. She has worked with labor unions, management, and academic leaders. Additionally, she has co-hosted a regional radio program about the world of work, served as an advisor to a local technical school, served as adjunct professor to guide a community-needs assessment project, written about geographic industry and related workforce matters, and served as a geographical workforce development expert.

Clary founded Workforce Strategies in 1995, researching, developing, and marketing more-comprehensive workforce demographics that are used for market analysis in several global industries. Her data are used in competitive proprietary workforce and market analytics for making more-informed business decisions, including for the evaluation of local workforce patterns and the labor pool potential in a variety of industries. Used in site selection modeling, her expertise assists in assessing workforce and market potential. Used across many industries it is also used in assessing customer potential for the retail industry, media planning, target marketing, and more.