

Tricia Ball comes to the Huntington Regional Chamber of Commerce from the Marshall University Lewis College of Business Center for Entrepreneurship and Business Innovation (“*iCenter*”), where she served as the Associate Director. In her role at the center, Tricia worked to inspire innovation within the University and throughout the community by providing design thinking education and facilitation. As part of a coalition that partnered with the West Virginia Department of Education, Tricia led the *iCenter*’s efforts to infuse entrepreneurship into the state’s Career and Technical Education (CTE) program through the development of a four-course pathway. During her time at the *iCenter*, Tricia helped to launch the Entrepreneur in Residence program and open a content creation and design thinking studio.

Tricia previously served as the Acting Director of the Marshall University Brad D. Smith Business Incubator. In addition to overseeing day-to-day operations, Tricia assisted entrepreneurs in launching and scaling their businesses through one-on-one coaching, organizing educational programming and networking events, and coordinating the delivery of technical assistance services.

Tricia’s first role within Marshall University was as the Director of Marketing for the Appalachian Transportation Institute and the Center for Business and Economic Research. In addition to marketing, her work included on economic development initiatives, including strategic planning and tourism and broadband development.

Prior to Marshall, she worked in the field of corporate marketing, where she was an account manager who led an international team of 15 employees on the agency’s largest account while simultaneously serving as the lead on a new line of business. Her career started in an organizational advising and leadership development education role at the University of Florida.

Tricia is a graduate of the inaugural class of the Appalachian Regional Commission’s Appalachian Leadership Institute, where she served as one of 40 Fellows from 13 states and one of only three representatives from the state of West Virginia.

She is certified by Intuit as a Design for Delight Innovator, by LEANSTACK in Continuous Innovation, by IDEO U in Business Innovation, and by Gallup as a Strengths Coach.

Tricia has a bachelor’s degree in public relations and business administration from West Virginia University and a master’s degree in student personnel in higher education from the University of Florida. She is originally from southwestern Pennsylvania, where she learned the transformative impact of business from her parents who were small business owners. Tricia and her husband Christopher, a downtown Huntington business owner, have two sons, Aaden (8) and Ethan (5).