



THRIVE2023

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St. Tammany Corporation Establishes Entrepreneur in Residence and Program Manager to Support Entrepreneurship Pilot Program

Subject Matter Expert Increases Staff Capacity and Organizational Sophistication to Support Key Strategic Initiative

MANDEVILLE, La – Today, Chris Masingill, CEO of the St. Tammany Corporation, is pleased to announce that Vincenzo Caronna joins the economic development organization as its Entrepreneur in Residence and Program Manager. Following the recent launch of Startup Northshore, St. Tammany Corporation established the Entrepreneur in Residence staff position to serve as the Program Manager and point of contact for all things relative to entrepreneurship and second stage companies. The goal of Startup Northshore’s three-year pilot program is to foster innovation, productivity, and business formation on the Northshore through strategic partnerships with entities in the entrepreneurship landscape to deliver first-class programming for entrepreneurs and second stage companies.

Caronna, a St. Tammany native, graduated from Louisiana State University in 2017 with a Bachelor of Science in Biological Engineering. His experience as a biological engineer, founder and CEO of his own company, and alum of The Idea Village’s *IDEAinstitute*, uniquely positions him to support fellow entrepreneurs and founders. As the Entrepreneur in Residence & Program Manager, he will build a cohesive program of work with our collaborative partners and provide multiple opt-in opportunities for the Northshore entrepreneurial community. Startup Northshore provides an opportunity for our talented community members to advance their business formation efforts through dynamic networking and technical programming experiences.

Cultivating entrepreneurship, innovation, and business formation opportunities is a specific strategic priority area outlined in *THRIVE2023*, St. Tammany’s Five-Year Economic Development Strategic Plan. Increasing our staff capacity with specific subject matter expertise demonstrates the economic development organization’s commitment to providing direct business technical assistance to the local business community, diversifying the suite of program offerings, and strengthening our regional partnerships.

“The addition of the Entrepreneur in Residence staff position reinforces St. Tammany Corporation’s prioritization of creating the entrepreneurial ecosystem on the Northshore by dedicating full-time staff resources to the Startup Northshore pilot program,” said Masingill.

“Vincenzo’s experience working in the bio innovation sector and founding his own tech company, paired with his passion for engaging other entrepreneurs, will advance our efforts to create an environment for innovation and creativity on the Northshore.”

“As a native, the opportunity to play an integral role in this region's growth and success really is personal to me, and I am excited to join the St. Tammany Corporation’s team as an Entrepreneur in Residence and Program Manager for the Startup Northshore initiative,” said Caronna. “Through this program, we will be cultivating a robust entrepreneurial ecosystem here on the Northshore that will offer developing companies access to immersive education, networking events, mentorship, investors and other critical support systems to help them become stable, self-sufficient businesses that are ready to scale to national and international brands.”

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St. Tammany Corporation: As the lead economic development organization for St. Tammany, [St. Tammany Corporation](#) serves as the comprehensive resource center for business services throughout the parish. St. Tammany Corporation’s services include business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany. Since the organization’s launch in 2018, St. Tammany Corporation facilitated business expansion and attraction announcements representing over \$60 million in capital investment and 1,520 new and retained jobs in St. Tammany Parish.

