

## Maria Satira

### Vice President, Marketing and Talent Programming

Maria Satira is an economic development marketing professional with more than a decade of experience in communications, media relations, and journalism. As the vice president of marketing and talent programming at the Greenville ENC Alliance, she leads community promotion and outreach efforts for business development and talent attraction and retention. Prior to joining the Alliance in 2020, she worked as a local news anchor at stations in Virginia and North Carolina, most recently as the morning anchor at WNCT-TV. Originally from Pittsburgh, Maria moved to Greenville in 2014 and now lives in Brook Valley with her husband, two young daughters, and two rescue dogs.