Tim Crouch
Chief Strategy Officer
Choose New Jersey

Tim Crouch is the Chief Strategy Officer at Choose New Jersey, New Jersey's leading nonprofit economic development organization.

Tim works across all functions to lead the strategic planning process for the organization and works with department heads to advise on future growth opportunities. He is responsible for ensuring the organization is as effective as possible, is prepared to meet domestic and international challenges, and is positioned to capitalize on emerging opportunities that could be transformative for New Jersey.

Tim has a deep background in economic development, and prior to joining Choose New Jersey, he oversaw foreign direct investment for the U.K.'s Department for Business and Trade in the United States - the largest bilateral investment relationship in the world. Tim has deep sectoral experience in film, media, and technology, and a track record of designing and implementing policies that improve the business environment for the nations and regions he has served.

Tim was born and raised in the U.K. and has family ties in the U.K. and Ireland, but he has spent most of his adult life in the United States and naturalized as a U.S. citizen in 2016. He holds an undergraduate degree from the University of Bristol and a graduate degree from the University of Southern California's Price School of Public Policy, where he specialized in organizational design and leadership.