

Tracey C. Grose

Founding Principal
TG Strategic Insights



Tracey helps leaders optimize an ever-changing context. Possessing a knack for framing complex ideas and relationships for broad audiences and busy people, she designs innovative analytical studies and stakeholder engagement processes that help leaders better understand how our economy and markets are transforming and where new opportunities are emerging. Areas of expertise include technology-driven economic change, global innovation systems, the clean energy economy and global linkages. Tracey consults nationally and internationally. Over the past year, Tracey served as Chair to State Controller Betty Yee's Council of Economic Advisors.

Formerly, she was Vice President of the Bay Area Council Economic Institute where she directed research and managed business operations. Among many projects she designed and led, the Bay Area Regional Economic Strategy, was an 18-month engagement process of private and public sector leaders that identified top opportunities and concrete strategies for positioning the region for success into the future.

Over her career, Tracey has explored new ways of explaining our changing economy. To this end, she has developed data analyses that shed new light on emerging and persistent issues. She has developed new methods for examining the intersection of the economy and the environment which illustrate that we can achieve gains simultaneously in both areas. Her path-breaking work includes the design of the Green Establishment Database on behalf of Next 10, which tracks businesses providing products and services which reduce or reverse negative environmental impacts. In a fresh take on global competition that highlights mutual gains over zero-sum thinking, Tracey's developed new methods for tracking global flows of talent, ideas and capital. This work illustrates patterns of existing global collaboration and opportunities for growth.

Internationally, Tracey has been engaged in regional innovation strategies in France and Sweden and studied innovation policy in Germany. She serves as the Co-Chair for the Cleantech Industry Group of the German American Business Association. She publishes on Medium and pens a blog on the Ford Foundation's www.Urb.im platform on emerging technology and practices that support agile and low-emission development in cities in the developing world.

Tracey has a Masters degree in Political Science with minors in Economics and Sociology from the Johann Wolfgang Goethe-University in Frankfurt, Germany. She is fluent in German and conversational in French.