

# Influential Women Highlights: Tatjana Vukovic, Deputy Director at the Northern Nevada Development Agency

RENO, NV, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Driving Regional Economic Growth Through Strategic Development, Business Support Services, and Collaborative Public-Private Partnerships Across Northern Nevada

Tatjana Vukovic is an accomplished economic development leader currently serving as Deputy Director of the Northern Nevada Development Agency. In this role, she oversees daily operations, business lead follow-up, and strategic partner engagement across Northern Nevada. Tatjana prepares detailed economic reports and presentations for regional stakeholders, including chambers of commerce and county officials, while providing direct support to businesses navigating site selection, licensing, tax abatements, and workforce considerations. She also manages budgeting and marketing operations for the organization, ensuring alignment between financial stewardship and long-term regional growth initiatives.



Before her current position, Tatjana served as Director of Special Projects and Business Development at the Nevada Governor's Office of Economic Development (GOED), where she played a central role in shaping state economic policy and administering key business incentive programs. In that capacity, she oversaw Nevada's tax abatement programs, supported Regional Development Authorities statewide, and contributed to strengthening the state's entrepreneurial ecosystem, including rural business initiatives.

During the COVID-19 pandemic, Tatjana led the administration of major federally funded relief programs, including the Commercial Rental Assistance Grant Program (CRAG) and the Pandemic

Emergency Technical Support (PETS) program. Through this work, she directed critical financial assistance to small businesses across Nevada at a time of urgent need. Her leadership during this period earned her the Mike Skaggs Award for Excellence in Economic Development, recognizing her impact on statewide recovery efforts and business continuity.

Tatjana's broader career in public service includes roles with the Nevada Department of Agriculture, the Nevada Department of Employment, Training & Rehabilitation, and the Nevada Department of Taxation. In these positions, she specialized in economic research, workforce policy analysis, agricultural trade development, and statistical reporting. She holds a Master of Science in Economics from the University of Nevada, Reno, and a Bachelor of Science in Economics from the University of Zagreb. Known for her analytical rigor and collaborative leadership style, she is deeply committed to solving complex economic challenges for both businesses and communities.

Tatjana attributes her success to strong family support and the exceptional mentors who guided her throughout her career. She reflects on her time at the University of Nevada, Reno, where she worked as a teaching assistant and benefited from a strong academic environment shaped by dedicated professors, advisors, and colleagues. She credits her academic advisor as especially influential in helping her build confidence and direction early in her career. Later, at the Governor's Office of Economic Development, she continued to grow under the mentorship of a supportive supervisor who provided hands-on training, guidance, and encouragement. These relationships, she notes, were instrumental in shaping her professional foundation and long-term trajectory.

The best career advice Tatjana has received is to not take things personally, as most professional challenges are not personal in nature. She was encouraged early in her career to approach situations through a business lens, focusing on performance, professionalism, and continuous self-improvement. She was also advised to remain committed to lifelong learning and to consistently expand her knowledge base, a principle that continues to guide her work in economic development.

Tatjana advises young women entering the field of economic development and public service to prioritize their own educational and professional growth. She emphasizes the importance of staying focused on clear goals, building discipline, and maintaining a steady commitment to progress. According to her, resilience and continuous learning are essential traits for long-term success in a constantly evolving field.

Tatjana identifies Nevada's strong business environment as one of the greatest opportunities in her work. The state benefits from pro-business leadership, a favorable tax structure, a skilled workforce, and an overall supportive climate for investment and entrepreneurship. She also highlights the efficiency of local governments, noting that business licensing processes can often be completed in approximately seven days, which strengthens Nevada's competitiveness in attracting new companies.

At the same time, Tatjana acknowledges ongoing challenges, particularly in rural regions. Infrastructure limitations and housing shortages continue to present barriers to economic expansion across the five rural counties her organization serves. She also notes that coordination among multiple organizations can be demanding, requiring constant communication, alignment, and engagement to ensure progress. Despite these challenges, she emphasizes that collaboration remains a key strength, enabling agencies and partners to maximize limited resources and drive shared economic outcomes.

Tatjana's professional and personal values are rooted in honesty, loyalty, and truthfulness. She believes these principles create clarity in decision-making, strengthen relationships, and ultimately make both leadership and collaboration more effective.

Through her continued work in economic development, Tatjana Vukovic remains focused on supporting businesses, strengthening communities, and advancing sustainable growth across Northern Nevada.

Learn More about Tatjana Vukovic:

Through her Influential Women profile: <https://influentialwomen.com/connect/Tatjana-Vukovic>

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