

BLOG

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A Day in the Life of VIEDA’s CEO
and the Work Behind Economic Opportunity

What does economic development look like in the U.S. Virgin Islands? For Wayne L. Biggs, Jr., CEO of the Virgin Islands Economic Development Authority (VIEDA), the work connects conversations with investors, support for local entrepreneurs, plans for future business activity, and the communities these efforts are meant to serve. A seven-day look at that work begins with the place CEO Biggs calls home. The U.S. Virgin Islands’ beauty and quality of life are part of its story, but so are the people building businesses, creating jobs, and planning for the Territory’s future.

Sharing the Virgin Islands Story

Representing the Territory means helping prospective investors and business leaders understand what makes it distinctive. The U.S. Virgin Islands offers a Caribbean location within a U.S. jurisdiction. CEO Biggs and the VIEDA team introduce businesses to that setting, learn about their plans, and help them explore whether the Territory fits their needs. Those introductions can lead to longer conversations about expansion, relocation, and investment. VIEDA’s role is to connect prospective investors with information and resources relevant to their plans. Building those relationships takes time, and it begins by listening.

Seeing Potential on St. Croix’s South Shore

Economic opportunity also has a physical setting. On St. Croix’s South Shore, questions about land, infrastructure, access, and workforce needs become part of the discussion about future commercial and industrial activity. The area offers a view of how economic planning works in practice. Turning potential into activity requires businesses, government, and other partners to understand what a site can support and what would be needed to move a project forward.

Growing Businesses From Within

The Territory’s economic future also depends on its entrepreneurs. Local business owners bring ideas to market, provide services, create jobs, and contribute knowledge of the communities they serve. Supporting those businesses is an important part of VIEDA’s work. A Virgin Islander’s idea may become a new company, a source of employment, or a partner to another business operating in the Territory. Investment and local entrepreneurship can strengthen the economy together.

Staying Connected to Community

A visit to the Christiansted Boardwalk brings the work back to daily life. There, history, culture, tourism, commerce, residents, and visitors share the same space. It is a reminder that economic development reaches beyond offices, meetings, and project sites. Businesses consider the places where their employees and families will live. Residents want opportunities to build a livelihood and enjoy the communities they call home. These needs belong in conversations about the Virgin Islands’ economic future.

Across seven days, CEO Biggs’ work tells a connected story: represent the Territory, build relationships, explore opportunities, support entrepreneurs, and keep communities in view. Each conversation and project is one part of the long-term effort to strengthen the Virgin Islands economy.

For businesses considering investment or expansion in the U.S. Virgin Islands, VIEDA is ready to begin that conversation.

[View the full video on YouTube now.](#)

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A World of Opportunity.





VIEW THE FULL VIDEO

youtu.be/VCVXQHYtk7A



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Learn more about VIEDA programs,
investment opportunities, and doing
business in the U.S. Virgin Islands.

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