
< **40 Under 40: Meet Albuquerque Business First's 2025 Honorees**



IMAGE CREDIT: BRIAN BOYSEN

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Creative Industries Division Director, New Mexico
Economic Development Department



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Shani Harvie is redefining what economic development looks like as the first appointed director of New Mexico's Creative Industries Division. From culinary arts to computer design, Harvie leads the charge in supporting and expanding one of the state's most dynamic and diverse sectors. With a background that blends creative passion and economic strategy, she is building infrastructure, fostering

entrepreneurship, and ensuring creative professionals across New Mexico have access to more opportunities.

Previously, Harvie helped launch the Economic Development Department's JEDI Office, centering equity and inclusion in statewide economic efforts. Today, she continues that mission – helping shape a future where every creative has the resources to thrive.

Beyond state government, she serves on the board of Tomorrow's Women, a nonprofit in Santa Fe that trains and develops young women in Palestine, Israel and Santa Fe. She's also on the advisory committee for the Empower! Black Futures Community Fund. The fund is housed within the Santa Fe Community Foundation and supports nonprofit and fiscally sponsored initiatives to enrich Black life, arts and financial literacy.

Are you from New Mexico? If not, where are you from and when/why did you move here?

New Mexico is the only home I've known, I was raised in Albuquerque and spent my formative years in Santa Fe, so my roots run deep here.

What are your main hobbies?

Outside of work, I'm a musician and a writer. I play saxophone and sing for Just Velvet, a band that plays pop, soul and R&B. I'm also a self-published author and enjoy writing about self-love, as well as brainstorming wild business ideas and creative projects with my friends.

What do you love the most about New Mexico?

Oh man, what's not to love about New Mexico? We have amazing culture, incredible food and breathtaking views across all four corners of the state. I love our small towns, our sacred sites, the sky when you can see the stars, and the sense of peace and vastness that surrounds us here. We like to joke and call it entrapment, but the truth is our enchantment draws in all kinds of characters. We are truly a sacred state.

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