

2027 Edmonton Chamber of Commerce - Director Personas

Director Nomination Process

Below are the target personas or profiles for candidates that satisfy gaps in experience, skills, capabilities, and mindsets for the desired 2027 board:

1. **Agriculture & Agri-Food** (Director): A senior executive with 10+ years of leadership experience in the agriculture, agri-food, food processing, or agricultural technology sector. This candidate brings expertise in trade, supply chains, innovation, workforce challenges, and regulatory policy, along with a strong understanding of the opportunities facing producers, processors, and related businesses.
2. **Manufacturing Industry Leader** (Director): A senior executive with over a decade of leadership experience in the construction and/or manufacturing industry. A leader in their own association. This individual brings a wealth of industry knowledge, advocacy experience, and stakeholder engagement skills. Their proven ability to lead complex organizations and influence policy makes them a valuable asset for representing sectoral interests and guiding strategic initiatives.
3. **Technology & Innovation** (Director): An emerging leader in AI, technology, and innovation, with 5+ years of industry experience. This candidate offers forward-thinking insights into digital transformation, product development, and emerging tech trends. Their expertise supports the board's innovation agenda and ensures alignment with evolving technological landscapes
4. **Transportation, Logistics & Hospitality Industry Leader** (Director): A senior executive with 10+ years of leadership experience in transportation, warehousing, logistics, supply chain management, aviation, tourism, hospitality, accommodation, or food services. This candidate brings a strong understanding of customer-focused service industries, business competitiveness, workforce challenges, and the movement of people and goods. They bring a perspective of Edmonton's visitor economy, infrastructure needs, and broader business ecosystem.

For all personas: Governance experience as a board member, committee chair, or industry association leader is preferred, bringing strategic oversight and stakeholder leadership to the Board.