



Atlantic Chamber Commerce Announces New CEO

Windsor, NS (Thursday, August 17, 2017) – The Atlantic Chamber of Commerce (ACC) Board of Directors today announced Sheri Somerville joined the organization on August 1, 2017 as its new Chief Executive Officer to serve as the voice of business in Atlantic Canada, drive member initiatives, and support business growth and achievement in the region.

"We are excited to have Sheri join our team. Her relevant and diverse experience in a wide-range of Atlantic business sectors has provided her with a comprehensive knowledge of the region," says Richie Mann, ACC Board Chair. "Sheri is a proactive advocate and business professional, and we believe she will provide strong leadership to benefit our organization and our membership".

In preparation for the retirement of Valerie Roy, the Board of Directors worked with an executive search firm to lead it a thorough the regional search process for its new CEO. Somerville comes to the Chamber with more than 20 years of business and communications experience in several sectors, including: small business, economic development, energy, resources, transportation, manufacturing, health and pharmaceutical, education, consumer goods and IT. She is known for her strategic leadership, ability to deliver outcomes that advance organizational priorities, and for fostering strong relationships with association members, businesses, governments, and partners.

"I'm thrilled for the opportunity to lead such a dynamic team and organization that plays such a critical role for business in Atlantic Canada. This represents a unique chance to draw upon my passion for Atlantic Canada's potential and to apply my professional experience to the challenge of fostering a prosperous economy for our region," said Sheri Somerville, CEO, Atlantic Chamber of Commerce. "As I assume my duties, I will be meeting with our regional chamber members and national counterparts to better understand any needs, concerns, and opportunities, which will enable me to focus on propelling a strong, unified voice forward for business in Atlantic Canada."

Before joining ACC, Somerville founded and was Principal & Chief Counsel at Pure Symmetry Public Relations Inc. where she developed strategies and provided a range of business and communications services to clients in several sectors, including: small business, municipal economic development, natural resources, energy, post-secondary education, and consumer goods. She also served as the part-time executive director of the Association of Consulting Engineering Companies of New Brunswick.

Prior to this, Somerville was the natural gas advisor to the Canadian Association of Petroleum Producers (CAPP) in New Brunswick and oversaw the association activities of New Brunswick Petroleum Alliance (NBPA). She has also held leadership positions as director at MT&L Public Relations in New Brunswick, Director of Communications Canada for Michelin North America (Canada) in Nova Scotia, and Communications Manager for the Ontario Centre of Excellence (OCE)Inc. in Toronto, Ontario.

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Atlantic Chamber
of Commerce
Representing business since 1896

Chambre de commerce
de l'Atlantique
Représentant les affaires depuis 1896

An active member of business and community organizations, Somerville serves on the board of the Business Community Anti-Poverty Initiative (BCAPI) and as an executive advisor to the Saint John Learning Exchange, and has served on boards of the Canadian Women in Communications (NB), Halifax Discovery Centre, the New Glasgow Dragon Boat Race on the River, and on the Board of Governors for the Junior Achievement Nova Scotia Business Hall of Fame.

About the Atlantic Chamber of Commerce

As the strong, credible and unified voice for business that foster ongoing economic development, the Atlantic Chamber of Commerce (ACC) represents more than 16,000 businesses through its network of 95 chambers of commerce and boards of trade in the four Atlantic provinces. ACC is a catalyst to influence, educate and advocate on policy related issues to support business, deliver high value services and opportunities to our members, and to support and promote initiatives that contribute to sustainable economic growth in the region.



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