**2026 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 2026 board:

1. **Finance** (Director): A seasoned finance professional with 10+ years in industry or 5+ years in private practice, including audit and public accounting experience. This candidate possesses strong technical expertise in financial analysis and reporting and is adept at working with auditors and internal teams to evaluate financials. Their deep understanding of compliance and fiscal governance ensures robust oversight and strategic financial stewardship.
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. **Education (**Director): A senior leader from a public secondary institution, with a strong background in education, workforce development and/or trades. This candidate bridges the gap between education and industry, offering strategic guidance on talent pipelines, institutional partnerships and possibly inter-provincial trade expertise. Their experience enhances the board’s capacity to support long-term economic sustainability through skilled workforce initiatives.
5. **Marketing & Branding** (Director): A recognized leader in destination marketing, with a track record of shaping brand strategies that elevate regional economic ecosystems—particularly in Edmonton. This candidate combines governance experience with a visionary approach to place-based branding, making them instrumental in aligning board objectives with community and economic development goals.