Chamber names new Vice President of Marketing & Communications

DAYTON, Ohio (August 3, 2021) – The Dayton Area Chamber of Commerce has announced the promotion of Holly Allen to the role of Vice President of Marketing & Communications. Allen has been with the chamber for nearly 7 years and previously served as Director, Marketing & Communications.

"Holly is a communications expert who understands the unique needs of our business community and is well respected as a leader in the industry," said Chris Kershner, president & CEO, Dayton Area Chamber of Commerce. "Marketing is communications and communications is aneeded business service. As we emerge from COVID-19, it is apparent that communication of valuable information is essential to business operations. Nobody understands that need and business communications style better than Holly Allen."

In her new role, Allen will oversee the chamber's brand direction, membership & program marketing, overall chamber promotion, and strategic communications both for the chamber's membership, the Dayton region and key stakeholders in the business community.

"Supporting businesses in the community I care so much about has been a fulfilling endeavor. I'm thankful that my career path has allowed me to use my passion for communication to tell the stories of such inspiring entrepreneurs, visionaries, professionals, and creatives," said Allen. "The Dayton Area Chamber of Commerce has offered me unparalleled opportunities for professional growth and I look forward to advancing the chamber's mission to strengthen, promote, and advocate for our member businesses through this new opportunity."

Since starting at the Dayton Area Chamber of Commerce in 2014, Allen has used her extensive experience in storytelling and content creation to grow the chamber's online presence and key publications such as Focus on Business. In 2017, Allen led the chamber's adaptation of new membership software and the launch of a new website, and in 2019, she led a successful brand refresh that unified the chamber's many program identities and strengthened the organization's presence in the community. In 2020, Allen's ability to quickly vet, organize and communicate Covid-19 regulations to the business community allowed businesses to adapt and adjust quickly in a changing environment.

Allen's expertise in her field hasn't gone unnoticed in the community. In 2019, Allen was recognized for her work as editor-in-chief of the chamber's quarterly magazine, Focus on Business, with the Mercury Award for "Best Magazine Rep," presented by the American Advertising Federation – Dayton. The Dayton Business Journal also named her a "Forty Under 40" in 2015.

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Allen is 2021 graduate of Empower, a 2016 graduate of Leadership Dayton and a member of the 2015 National MS Society Leadership Class. She's served on the Muse Machine Board of Trustees since 2016, and was the Marketing Committee Chair for Ronald McDonald House Charities' signature fundraiser, Doors of Compassion from 2016 – 2019.

Allen earned her BA in Telecommunications – News from Ball State University's Honors College. She lives with her husband and two daughters in Clearcreek Township.

About Dayton Area Chamber of Commerce
The Dayton Area Chamber of Commerce brings together nearly 2,200 businesses and organizations in a 9 county area surrounding Dayton, Ohio. The Chamber strives to improve the region's business climate and overall standard of living through public policy advocacy, economic development initiatives and providing networking and training opportunities for its members. Nationally awarded with "5-Star Accreditation" from the United States Chamber of Commerce, the Dayton Area Chamber is widely recognized for its innovative programs and outstanding contribution to positive change in the region. Information about the Dayton Area Chamber of Commerce is available at www.daytonchamber.org or 937-226-1444.

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