

New Regional Marketing and Business Attraction Entity Timeline

2014

- Detroit Regional Chamber launches Destination Detroit a regional marketing and business attraction program built on national best practices.

2016

- The Regional CEO Group was formed at the Detroit Regional Chamber's 2016 Mackinac Policy Conference.
- Detroit Regional Chamber and Regional CEO Group begin discussions on how to drive greater resources to support regional marketing and business attraction.

2017

- The Detroit Regional Chamber and Regional CEO Group benchmarked and visited best-in-class regional marketing and business attraction organizations across the country to research how successful organizations are modeled.

2018

Spring

- The Chamber's Board of Directors approves the "go forward" plan to work with the Regional CEO Group to jointly create a new, more robust, business attraction entity.
- Representatives of the Chamber's Board, Regional CEO Group and related staff compose a working group to establish a project timeline, identify funders and develop an initial staffing strategy.
- The Chamber's Destination Detroit program receives Site Selector Magazine 2018 Top Program Award.

Summer

- Korn Ferry engaged to conduct CEO search for new joint entity.
- Korn Ferry executes market research by interviewing business leaders and public partners from across the 11 counties.
- CEO job description completed and search underway.
- Discussions with potential funders underway.

Fall

- Established Board of Directors, including key regional public officials:
 - Gerry Anderson, Chairman and CEO, DTE Energy
 - Sandy Baruah, President and CEO, Detroit Regional Chamber
 - Detroit Mayor Mike Duggan
 - Wayne County Executive Warren Evans
 - Macomb County Executive Mark Hackel
 - Charles “Chip” McClure, Managing Partner, Michigan Capital Advisors
 - Ray Telang, Greater Michigan Managing Partner, PwC
 - Oakland County Deputy Executive Phil Bertolini (advisory role)
- Barry Matherly hired as CEO

2019

January

- Detroit Regional Chamber welcomes Barry Matherly to region and works to ensure transition and start up of the new entity is a success.