



LORI SHIELS

SENIOR DIRECTOR, ENGAGEMENT

Lori Shiels is the manager of member relations for the Detroit Regional Chamber and is responsible for the engagement and retention strategy for the Chamber. She is also the Chamber's key contact for large corporate and middle market members. She has been part of the Chamber Marketing and Membership team since December 2011.

Prior to joining the Chamber, Shiels was the executive director for the Muscular Dystrophy Association directing fundraising and health care initiatives for the Greater Detroit East office. She also spent 15 years with Ilitch Holdings' Detroit Red Wings and Olympia Entertainment handling brand and event marketing, fan development, and ticket sales and service for the Detroit Red Wings and College Hockey at the Joe events.

Shiels earned a bachelor's degree in communication psychology from the University of Michigan. A Michigan native, she currently resides in Wyandotte.