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Davis Chamber of Commerce Announces Appointment of New Executive Director

November 5, 2018 (Davis, CA) – The Board of Directors of the Davis Chamber of Commerce is pleased to announce the appointment of Jen Schroer as the organization’s new Executive Director. Schroer is an accomplished executive who has a distinguished track record of partnering with business, education and community leadership to advance inclusive economies.

The Board of Directors and Schroer just finished a strategic planning retreat focused on developing economic vitality for the Davis business community. “As part of our annual effort to focus on the coming year and develop activities that deliver value to our membership, Jen led the Board through a comprehensive process to identify a multi-year plan that is action-oriented and increases member engagement,” said Dr. Rob White, Chair of the Board of Directors. “We are so excited to have her join our Chamber team, and I am confident that she will make a positive and lasting impact for the organization and its members.”

With over a decade of working in economic development, Schroer has demonstrated that she knows how to build meaningful connections with people to meet the goals of an organization and ultimately grow the economy. Most recently as the President and CEO of the New Mexico Hospitality Association, Schroer led the merger of two state-level trade associations. While in this role, Schroer was selected as a finalist for the state’s Top CEO of the Year award.

Prior to her work in New Mexico, Schroer was the board chair of Valley Cultural Coalition and was the Director of Communications for the Fresno Business Council, which had a sharp focus on community and economic transformation strategies. Schroer was also previously part of the Office of Community and Economic Development at Fresno State University and executed strategies for the California Partnership for the San Joaquin Valley, Smart Valley Places, Fresno Regional Jobs Initiative, San Joaquin Valley Housing Collaborative and San Joaquin Valley Regional Broadband Consortium. During this time, Schroer was an adjunct professor at Fresno State and Fresno Pacific University, teaching business courses in entrepreneurship, business strategy, business ethics and organizational behavior.

As a California native, Schroer holds a master’s degree in business administration from Fresno State, as well as a bachelor’s degree in organizational leadership and a bachelor’s degree in Theater and Film Studies from Fresno Pacific University.

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The Davis Chamber of Commerce is a membership organization whose mission is to champion economic vitality for the Davis business community. The chamber is independent and supported solely by its membership consisting of over 500 organizations. Established in 1905 by a few local businessmen, the chamber supported efforts to attract the University Farm School, now known as UC Davis.