

## **KAREN RIORDAN**

**President and CEO**  
**Myrtle Beach Area Chamber of Commerce**  
*Starting with the Chamber late August 2018*



Karen will serve as the President and CEO of the Myrtle Beach Area Chamber of Commerce, where she'll spend her time working with the business community and driving tourism for the Myrtle Beach area.

Karen brings more than 25 years of marketing and business management experience to the Myrtle Beach area, having led the Greater Williamsburg Chamber & Tourism Alliance as President and CEO, as well as top creative advertising agencies, including Arnold Worldwide, SmithGifford, Pagano Schenck & Kay, and Hill Holliday in Boston and Washington, D.C.

Over the course of her career, Karen has led marketing programs for major brands in tourism, including Visit Williamsburg, The Bahamas Ministry of Tourism, Royal Caribbean International, Amtrak, Choice Hotels International and Celebrity Cruises.

Karen has served on the VACCE Board of Directors, as well as the Boards of Williamsburg Landing and the Heritage Humane Society. She is the former President of DC Ad Club Board and former Chair of Advertising Week DC, and a member of the American Advertising Federation (AAF).

Karen was recently named the Chamber Executive of the Year for 2018 by the Virginia Association of Chamber of Commerce Executives (VACCE). She is the 2013 recipient of the American Advertising Federation's Silver Medal award for service to the community and is the 2012 honoree of the Washington Business Journal's "Women Who Mean Business." Karen graduated from Boston College with a B.A. in Speech Communications and English.

When not working on brands, Karen's passions include traveling, reading travel magazines cover to cover, the beach, and all things made of chocolate.

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### **About Myrtle Beach Area Chamber of Commerce**

*Since 1938, the Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation--one of only few chambers in South Carolina to earn this distinction. The MBACC serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest. For more information, visit [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).*