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Greater Cape Ann Chamber of Commerce Announces Leadership Plan Building on Existing Staff

February 4, 2025 – The Greater Cape Ann Chamber of Commerce has outlined a leadership plan for the organization's operations following the transition announced late last year.

In December, current CEO Stephen Buckley announced plans to resign effective February 14, and the Chamber Board has been working on a leadership plan that builds on the current staff.

Board President Jim Brown and Chairperson Karen Ristuben, 2024 Board President, led a transition initiative, working with the staff and the other Board members to ensure a continued focus on the Chamber's service to its members and contributions to the Greater Cape Ann community.

The Board has expanded the roles of the current staff and will look to the team to continue to lead Chamber operations as the organization moves forward in 2025. Team members will fill critical roles based on their skills and the needs of the organization. The new organizational focus will build on the team's deep commitment to the Chamber and its uniquely collaborative structure, and will include a greater emphasis on self-governance and integrative decision-making.

The Chamber team and their roles are:

- Sam Bevins, Interim Director
- Becca Campbell, Director of Membership Services
- Colleen Murdock, Community Relations Director
- Michelle Pepin, Director of Events
- Cindy Rozen, Director of Marketing and Communications
- Debbie Walter, Finance Lead
- Cherl Cros, Office Manager

Bevins, who has served as operations director since early 2023, will build on his current responsibilities, working with the team and the Board to plan and lead the strategic direction of the Chamber and manage organizational initiatives.

The Board approved the plan at its January 30 meeting, and the new organizational leadership structure is now in place.

“The Chamber enters 2025 with a very strong internal team, and the Board is confident in their ability to achieve our goals for this year, including a strategic focus on initiatives aimed at strengthening local business,” said Brown. “The Board is committed to providing the Chamber team with the support they need to continue our work as an unwavering advocate for the Cape Ann region and an enabler for our businesses.”

The Chamber recently announced ***Powered by LOCAL***, its focus on encouraging support for our local businesses as an alternative to online shopping and big box stores.

“The Chamber team has been the driving force for initiatives aimed at strengthening our local economy and highlighting the incredible businesses that make Cape Ann such a special place to live, work, and visit,” said Ristuben. “As we move forward in 2025, this same team will play an even greater role in supporting our businesses and the entire Cape Ann community, helping us all realize the exciting opportunities we see ahead.”

The Board’s leadership plan and the organization’s ***Powered by LOCAL*** focus were key topics at the Chamber’s January 17 annual celebration.

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