



Nan Baldwin Chosen as CEO of Hoover Area Chamber



(Hoover, Alabama – July 2024) The Hoover Area Chamber of Commerce Board of Directors has unanimously chosen Nan Baldwin, a seasoned chamber executive, as their new Chief Executive Officer. She most recently served as the Birmingham Business Alliance’s Vice President, Chamber Operations, a position she has held since 2022. Nan was a member of the BBA team since 2009. The Chason Group led the executive search for the chamber.

“Nan has the passion, drive, and extensive knowledge to move the Hoover Area Chamber to a new level of service for our members and the community,” according to Tyler Lipe, Chair of the chamber’s Search Committee and Consumer Banking Manager, Senior Vice President at Regions Bank. “Her grasp of the issues facing businesses today is incredible. Nan has proven herself as a leader in the industry and someone who clearly can build teams and collaborate with other groups.”

Baldwin led all initiatives relating to the “chamber of commerce” side of the BBA. Other positions she has held with the Birmingham organization include Partner and Vice President of Regional Development. Other organizations she has worked for include the Birmingham Metropolitan Development Board, University of Alabama, Samford University, BellSouth Telecommunications, and Owens-Corning Fiberglass Corporation.

As a US Chamber of Commerce Institute of Organization Management graduate, Baldwin also earned her Master of Arts in Public & Private Management from Birmingham - Southern College and Bachelor of Science – Commerce & Business Administration with a concentration in marketing from the University of Alabama.

“Excitement does not do justice to how I feel about becoming a part of the Hoover Area Chamber team,” Baldwin said. “The infrastructure for a solid business organization is already present. Along with the current internal team of professionals, the Board of Directors, and many other stakeholders in the community, I look forward to evaluating the existing initiatives the chamber has in place as well as building upon some new ideas that have been presented in the Elevate Hoover capital campaign strategic plan.”

In April of this year, Baldwin was named the 2024 Alabama Chamber Professional of the Year by the Chamber of Commerce Association of Alabama. Her nominator wrote: “Nan Baldwin is indeed worthy of this honor. She has worked in the chamber industry since 2009 and in the Economic Development industry since 2003. She has demonstrated professionalism and exemplary leadership to the Birmingham community and the

New Contact Information

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Birmingham Business Alliance. She is passionate about her work, and she possesses a continuing desire to advance the chamber profession and industry.”

Rohen Porbanderwala, 2024 Chair of the HACC Board and owner of Lake Crest Chevron, stated, “The Board’s goal is to refocus the chamber and its energies. Nan is the right leader to provide us the framework to do just that. She understands how to partner with other organizations and build relationships that benefit both parties.”

Members of the Search Committee in addition to Lipe and Probanderwala, included Kimberly Jackson, Alabama Power and HACC 1st Vice Chair; Kim Starling, Ascension St. Vincent’s and Vice Chair of Administration; Keith Barfield, CPA, BMSS Advisors and Vice Chair of Finance; Greg Knighton, City of Hoover Liaison; and Vivian Mora, State Farm Agent / Owner and Board Member.

About the Hoover Area Chamber. The Hoover Area Chamber is recognized as a collaborator and connector in the city. Business leaders and community advocates join together to celebrate success and set strategic goals for the future generations of citizens. The chamber’s vision is to be the leading community in the southeastern United States with thriving businesses and top talent, while advancing diverse and equitable opportunities for all. Membership in the organization expands from one-person operations to multi-billion-dollar companies. The ultimate goal of the chamber is to keep business leaders focused on the possibilities of the future. The Board of Directors is composed of 15 community leaders and led by an annually elected chair.

About Elevate Hoover. Elevate Hoover, led by the chamber in partnership with the City of Hoover, is a five-year strategic plan to promote the area’s strengths, expand existing businesses and business opportunities, and significantly improve the economic future for all who call the Hoover area home. The \$3 million capital campaign plan will establish near-term priorities and develop multi-year strategic initiatives to be implemented by the chamber and other partners. The public / private partnership will move Hoover to a new level of economic vitality.