



Adam Deathe Selected for Asheboro-Randolph Chamber President & CEO Position

(Asheboro, North Carolina – July 2024) The Asheboro-Randolph County Chamber of Commerce Board of Directors has unanimously selected Adam Deathe as their new president and chief executive officer. He most recently served as president of Warroad Community Development in Warroad, Minnesota and begins his tenure in Asheboro this week. The Chason Group led the executive search process for the chamber.



The new chamber leader is recognized for his communication skills and experience as a marketer and collaborator. Deathe's abilities to move an organization to the next level of service, as well as his enthusiasm and energy, were key skill sets and traits that matched the chamber's profile required of candidates interested in the position.

Deathe was born in England and earned a Business Administration degree from the University of Derby and Nelson Marlborough Institute of Technology, New Zealand. He began his career as a Financial Dealer with IPS Capital Management in Bath, England. He also held positions with Anderselite as a Recruitment Consultant in Leeds, England; Director, Oliver Thornton Recruitment in Sunderland, England; and Economic and Regeneration Officer, South Tyneside Council in South Shields, England.

In 2014, Adam became Manager of the Durham Business Improvement District in Durham, England. He focused his efforts on the creation of brands and events to develop and promote the city as well as championing partnerships working with city stakeholders. In 2021, he moved to Atlanta, Georgia to work as Director of Business Development for Avid Wealth Management Group LLC. With the Warroad Community Development, Deathe led initiatives to develop a more sustainable and vibrant community for Warroad's citizens and visitors. This led to the development of Warroad Point Regional Park and other public access areas.

"I am thrilled to be coming to Asheboro and Randolph County as the new leader of the chamber," Deathe said. "I have been looking for the right community to build upon the skill sets that I have learned over the past several years and be a part of a growing area. With the announcement of many new businesses locating in the Asheboro region and a strong existing business community, I believe the chamber can expand upon the solid foundation of programs that are already in place and initiate new and innovative approaches to serving our members."

Kelly Heath, who retired from Randolph Community College and served as 2020 and 2021 chair of the chamber, has been serving as interim president and chief executive officer of the organization. She also is an elected member of the Asheboro City Council.

New Contact Information

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