

# Corporate Relations Organizational Chart

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Each of HBA's regional Corporate Relations departments are flexible in structure (as are other regional departments) based on the need of the region.

The CR President oversees the function for the entire region. They may elect to put in place a Vice President and Regional Directors of Business Development, Corporate Engagement and/or CR Operations and Insights. Regional directors manage multiple committee chairs, who usually oversee a particular geographic area of the region and liaise directly with any local chapter(s) in that area, or with a particular account. Each committee chair has multiple Liaisons, who handle the direct interactions with corporate customers and report back to the committee chair.



## Corporate Relations department

### Dedicated to companies

**Scope:** strategic planning around company/Corporate Partner recruitment, engagement and sponsorship sales; regional *and chapter* business development, engagement and sponsorship activities/initiatives

### Focus areas:

**Business development:** new company outreach and sales

**Corporate engagement:** HBA Corporate Partner site/employee engagement within the region and sponsorship sales

**Ops and Insights:** operations and market research liaison for analytics needs

The department structure is flexible (think of it like building blocks) based on each region's need to support regional and chapter activities.

*Please note that there are no CR leaders within the Chapter Board leadership. Regional CR teams should build their committees to best serve and collaborate with all the chapters in the region.*

Each region can have as few or as many committees as necessary in each focus area to serve the companies in the geography.

