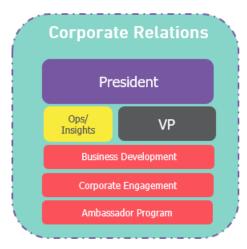
## Corporate relations department

Last Modified on 12/15/2020 8:08 am EST

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:

(Tasks for each sub-focus areas remain unchanged from current model until rol e assessment completion in early 2021 - see additional details here)

Business development: new company outreach and sales

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

Ambassador program: Ambassador Program coordination/employee engagement

See also role descriptions for:

- President
- Vice president
- Regional director
- Regional committees