

Corporate relations department

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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 role 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](#)

