Communications Executive John Zimmerman Joins Michigan Chamber Of Commerce Team

LANSING, Mich., Nov. 12, 2018 /PRNewswire/ -- The Michigan Chamber of Commerce announced today that John Zimmerman has joined the statewide business organization as Marketing & Communications Executive.



Zimmerman comes to the Michigan Chamber with over 25 years of experience in strategic marketing and communications, reputation management, public relations, and crisis communications. He most recently served as Senior Vice President, Regional Marketing Director for Fifth Third Bank West Michigan. For more than a decade, Zimmerman was the company spokesman for Meijer, Inc.

"We are very pleased to welcome John to the Michigan Chamber's Marketing Communications Team," said Michigan Chamber President & CEO Rich Studley. "John's extensive strategic communications experience in both the public and private sectors makes him an exceptionally strong addition to our staff."

As Marketing & Communications Executive for the Chamber, John will be responsible for the overall development of marketing & communications strategies, providing senior-level strategic counsel, insights and program recommendations for members, develop and expand capabilities in advocacy content, social media, and manage public relations activity.

Zimmerman serves on the board of directors for Fredrik Meijer Gardens and Sculptural Park and Grand Valley State University Alumni.

The Michigan Chamber is a statewide business organization representing approximately 6,000 job providers who employ over one million Michiganders. The Chamber represents businesses of every size and type in all 83 counties of the state. The Chamber was established in 1959 to be an advocate for Michigan's job providers in the legislative, political and legal process.



SOURCE Michigan Chamber of Commerce

For further information: Rich Studley, Michigan Chamber of Commerce, (517) 371-2100

---

https://michamber.mediaroom.com/2018-11-12-Communications-Executive-John-Zimmerman-Joins-Michigan-Chamber-Of-Commerce-Team