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MEDIA ----- Advancing Macomb Announces Executive Director

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Advancing Macomb – A group of leaders from across Macomb County have come together to set an agenda focused on creating long term economic opportunities and sustainable communities. Today they announce their new executive director, Melissa Roy.

In July of 2012, Macomb County Executive, Mark Hackel asked local community and business leaders to create an entity that could drive community and economic development for the county. Modeled after organizations like Detroit Renaissance and Grand Action, Advancing Macomb (AM) – a 501C3 private non-profit – was launched in June of 2013 and now in the spring of 2015, has established an office in Mount Clemens and secured the executive director services of Melissa Roy.

Melissa comes to Advancing Macomb with a background rich in public affairs with the Macomb County Executive Office and The Detroit Regional Chamber. Melissa just served four years with the Executive Office and prior to that twelve years with the Chamber. She is well-known and regarded in the non-profit, business and public affairs community.

“Melissa was an exciting hire and now, an exciting new partner. She brought a new perspective to the county that helped modernize our communications, give us a regional and state-wide reach and establish quality relationships throughout those communities,” said Macomb County Executive Mark Hackel.

Advancing Macomb provides a unified voice of Macomb’s corporate, institutional, non-profit and public community. That unified voice has a mission to enhance the quality of life for Macomb County communities by leveraging collective support to invest in new and existing assets. Melissa’s charge will be to implement the philanthropic structure needed to cement partnerships between the public and private sectors, and attract funds from outside sources to fund major projects. While the immediate focus is primarily in Macomb County, she will also look for opportunities for cooperation within the region.

“We are thrilled to have Melissa on board. She has shown true vision to helping make a mark for Macomb County and has the experience to launch Advancing Macomb as a unified voice of community, organizational and business leaders from across the county. We chose Melissa as a local leader with drive, top management skills and a great relationship builder,” said David Girodat, chairman of Advancing Macomb.

