



Bruce Adair

Bruce is the Director of Business Services at Lakeshore Advantage. His responsibilities include the retention, growth and acquisition of businesses in the Lakeshore region.

Bruce has been deeply involved in the development of the Advanced Energy storage economic cluster and supporting supply chain. He leads the regions AES Task Force and coordinates support for the AES strategic plan.

Bruce has over 30 years of business development and operational leadership experience in both corporate and not-for-profit settings. Prior to joining Lakeshore Advantage, Bruce was the Executive Vice President of David C. Cook Publishing Company leading every facet of operations from product development to marketing, sales and operations.



Bruce has a Bachelor degree in Sociology from Eastern University and a Master degree in Theology from Palmer Theological Seminary. He currently serves on the Ottawa County Workforce Development Board. He and his wife, Linda, live in Holland and enjoy spending time with their three children and nine grandchildren. His interests include teaching, traveling, sailing and building furniture.