



## Christine Powers

Christine joined Lakeshore Advantage as a Business Services Specialist. In this role, she provides assistance to local companies seeking growth opportunities; and promotes the lakeshore region to firms seeking to do business here.

Christine's responsibilities include the development and management of communications for Lakeshore Advantage and the Michigan's SmartCoast brand. She also plays an integral role in talent attraction initiatives to benefit the Lakeshore's growing companies.

Prior to joining Lakeshore Advantage, Christine spent 10 years working for Haworth, Inc. Her experience spans product development, global sales, training and marketing. These roles led her in the development of satellite offices and sales operations in Shanghai, China, Hong Kong, Kuala Lumpur, Malaysia, and across North America. During her tenure, Christine received the prestigious Haworth Chairman's Award.

Christine holds a Bachelor's degree in Journalism from Michigan State University and a certificate as a Business Solutions Professional. Christine has a passion for youth and education and serves on the Community Foundation of Holland and Zeeland's Destination Education Advisory Board. In her spare time, Christine enjoys spending time with her husband, Scott, and their two sons kayaking, kickboxing or cooking.

