



MEGAN SPANITZ

VICE PRESIDENT, RESOURCE DEVELOPMENT
& MARKETING

Megan Spanitz is the vice president of Resource Development & Marketing for the Detroit Regional Chamber. In this role, Spanitz leads a division of 25 staff, overseeing the development of the Chamber's integrated marketing and fundraising strategy for membership, programs, events and contributions to the Chamber Foundation's Forward Detroit initiative. She is also responsible for a significant portion of the Chamber's budget, including generating \$6.1 million in revenue and managing \$2.5 million in expenses.

Spanitz plays a lead role in the planning and execution of the annual Mackinac Policy Conference — the Chamber's signature event that brings together approximately 1,600 business and government leaders on Mackinac Island. Under Spanitz's leadership, the Conference grew its sponsorship revenue by 132 percent from 2009 to 2015. Spanitz also helped grow Chamber membership revenue by 193 percent from fiscal year 2008-2009 to 2014-2015.

Spanitz has been with the Chamber since August 1999, holding various positions in the marketing and communications department. She earned a Bachelor of Arts degree from Western Michigan University and is a graduate of the U.S. Chamber of Commerce's Institute for Organizational Management and the Center for Creative Leadership.

Spanitz is a 2016 Harvard Business School Young American Leadership Program scholar and was named one of Crain's Detroit Business' "40 Under 40" Class of 2015 recipients. She is a graduate of the Chamber's Leadership Detroit Class XXXII.