



Christopher Lemmon joined the Alliance January of 2019 as Executive Vice President and as the organization's first-ever Chief Marketing Officer. Lemmon leads the Alliance's marketing efforts to enhance the public and private image of Hampton Roads through sound research and impactful tactics. He is responsible for managing and directing the Alliance's expanded domestic and international business attraction, business expansion/growth and high impact investment promotion activities. Lemmon also oversees the Alliance's Regional Economic Development (RED) Team in its efforts to plan and execute comprehensive regional business development, sales promotion, and sales management strategies.

Lemmon has worked in the marketing arena his entire career. He has extensive experience in consumer product marketing and has worked for a number of well-known brands that include Enfamil infant formula, Kellogg's Pop-Tarts, Reynolds Wrap and Swedish Match. Most recently, Chris served as Senior Vice President of Marketing and Product Development at GFP, a family-run company in Virginia Beach that manufactured outdoor water play, seasonal décor, and water gardening products. Lemmon was part of the executive team and managed the marketing and product development teams in the US as well as in China.

Lemmon earned his BA from Michigan State University in Economics, where he was the captain of the university's golf team and an Academic All-American. He earned his MBA in Marketing from Indiana University. Lemmon currently lives in Virginia Beach with his wife Kirsten and their three school-aged children.

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