



Amanda Cooper

Mandy began with working with Lakeshore Advantage in 2018 and currently serves as the Direct of Talent Initiatives. In this role, Mandy partners with established and emerging companies as they work to overcome barriers to talent management.

Prior to joining the Lakeshore Advantage team, Mandy spent 20 years working with local businesses and nonprofits in the greater Holland/Zeeland area. First, as the Executive Vice President of the marketing and communications firm, The Image Group where she worked for 12 years. Then, as the Director of Advancement at Zeeland Christian Schools where she led a \$5.4 million capital campaign. In addition, Mandy has participated on numerous boards including the Tulip Time Board of Directors where she served as chair in both 2016 and 2017.

Mandy is a graduate of Holland Christian Schools, Calvin College and Leadership Holland. She is currently an appointed commissioner on the City of Zeeland Planning Commission and an elder in her church at Third CRC. She is also an active volunteer with West Michigan Therapy Dogs with her certified therapy dog Kona. Mandy and Kona visit patients at two local hospitals and work with special needs students at a local elementary school each week. Outside of work and volunteering, Mandy's favorite past-time is spending weekends with her husband and two beautiful teenage daughters at their rustic cabin up north.

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