



Beth Blanton

Director of Engagement

Beth Blanton joined the Lakeshore Advantage team in 2016 and serves as the director of engagement. Beth is charged with ensuring our partners are informed and engaged in our work. In addition to supporting investor relations, she is responsible for managing external events and programs specifically developed to cultivate ideas, share information and position our community for continued economic success.

Beth brings to Lakeshore Advantage a passion for relationship building and a keen ability to negotiate positive outcomes through collaboration. She has over a decade of experience in both the public and private sector, working most recently as the public information officer for the City of Holland. There she successfully implemented a fresh communications strategy via social media platforms, leveraging positive stories through video, graphics and text to promote the city's new brand identity. Beth has extensive experience in developing programming and events gained from her roles at Holland-based Fleetwood Group and the Grand Rapids Area Chamber of Commerce.

Beth is a West Michigan transplant and grew up in Wheaton, Illinois. She moved to Holland, Michigan in 1998 where she attended Hope College and received her BA in Business Administration and Communication. She, her husband and their three children live in Zeeland.

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