

Greg King

Greg is the Business Solutions Manager here at Lakeshore Advantage, joining the team in 2018. He is the business retention lead for the team, working with primary employers in Allegan and Ottawa counties to understand and resolve their challenges while also providing them with the tools and knowledge necessary for their future growth.



Prior to his joining the team, Greg was the Development Manager for Junior Achievement of the Michigan Great Lakes based here in West Michigan. In that role Greg partnered with foundations, corporations, and individuals in the region to raise financial support for the organization through a variety of giving avenues, taking the lead on several fundraising initiatives. He also has experience on the theoretical side of economic development, earned during his time spent as a Graduate Assistant at Grand Valley State University researching tax increment financing, provincial judiciary systems, and governmental responses to natural disasters, among other topics.

Greg has a Master's Degree in Public Administration, focusing on urban/regional policy and planning, from Grand Valley State University as well as a Bachelor's Degree in Business Administration, double majoring in supply chain management and marketing, from Grand Valley State University. He is the board chair for the Wyoming Community Foundation and volunteers for Junior Achievement and Keystone Community Church. In his free time, Greg is an avid reader, board game enthusiast, and coffee drinker (perhaps too much so!) who also enjoys spending time in the outdoors and participating in a wide variety of sports.

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