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# Business Leaders for Michigan announces Randi Berris as its new Vice President of Marketing and Communications

DETROIT– Business Leaders for Michigan today announced that Randi Berris, an award-winning corporate communications leader and former statewide news editor, has joined the organization as vice president of marketing and communications, effective Nov. 30.

Berris comes to Business Leaders from Huntington National Bank, where she served as senior vice president and director of external communications. Berris served as strategic advisor and counselor to the bank and its executives and was responsible for directing the development, implementation and management of external communications strategies, reputational risk management and crisis communications. Berris, who was director of corporate communications at TCF Bank prior to its merger with Huntington, played a critical leadership role through the transition. Following the death of George Floyd, Berris worked closely with TCF's executive leadership on the bank's strategic commitments to address racial and social inequities.

"Randi's background and experience working across multiple stakeholder groups, steeped in both corporate communications and journalism, heading statewide media coverage of the most important public policy and economic development issues affecting Michigan, make her a perfect addition to our team," said Jeff Donofrio, president and CEO of Business Leaders for Michigan. "We are thrilled to welcome Randi to Business Leaders for Michigan as we advance our mission to make Michigan a `Top Ten' state."

Berris previously was a corporate communications manager at DTE Energy. While at DTE, she held a number of roles, including working closely with its foundation and public affairs group supporting corporate volunteer and philanthropic efforts in West Michigan and Northern Michigan.

Berris, who has a degree in broadcast journalism from Syracuse University, also served as news editor at the Associated Press. Her career at AP spanned two decades, including guiding coverage in Michigan through the Great Recession. She directed a large team of reporters covering the state's business sector, multiple administrations, the state legislature, and the state's political landscape.

**About Business Leaders for Michigan:**

Business Leaders for Michigan, the state's business roundtable, is dedicated to making Michigan a "Top Ten" state for jobs, personal income and a healthy economy. The organization is composed exclusively of the chairpersons, the executive leaders of Michigan's largest companies and universities. Our members drive nearly forty percent of the state's economy, generate over $1 trillion in annual revenue

and serve nearly half of all Michigan public university students. Find out more at www.businessleadersformichigan.com.