

Chambers of commerce have new head

A chamber of commerce group has appointed a new head of two of its divisions.

Charlie Elliott is now leading Royal Sutton Coldfield and Lichfield & Tamworth chambers which are part of Greater Birmingham Chambers of Commerce.

She has joined the business bodies from Royal British Legion where she was community fundraiser and poppy appeal manager.

Ms Elliott studied political science and international relations at University of Birmingham and has held a variety of roles in sales, customer service and education.

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In her previous post with Royal British Legion, she developed high-value corporate partnerships, organised events and built relationships with key stakeholders such as local authorities

and community leaders.

She also previously worked as volunteering administrator for the Commonwealth War Graves Commission's Eyes On Hands On project, in which volunteers across the country help to ensure war graves across more than 12,500 locations were clean and well-tended.

She said: "I am thrilled to bring my experience to the role of head of the Royal Sutton Coldfield and Lichfield & Tamworth Chambers of Commerce.

"My time as the poppy appeal manager for Birmingham with the Royal British Legion and my work with the Commonwealth War Graves Commission have honed my skills in leadership, community engagement, and strategic planning.

"I am eager to apply this experience to support our local businesses and communities, fostering growth and collaboration throughout the region.

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“I am excited to work alongside our dedicated members to foster growth, support local businesses and drive forward initiatives that will benefit the region.”

Lillian Elekan, director of membership at Greater Birmingham Chambers, added: “Charlie is a passionate individual with a strong background in working with regional businesses, community organisations and stakeholders.

“I am confident that she will be an asset to the divisions she will be representing.

“Over the coming weeks, Charlie will be out and about in the region attending various chamber events and I know she’s excited to meet our members.”