



**Frank V. Facchiano**  
**COO and Executive Vice President, Member Relations**  
**Greater Lehigh Valley Chamber of Commerce**

With more than 35 years of business experience starting in the US Army, with vast experience in the hospitality industry, as a volunteer, and in the nonprofit/service sector, Frank Facchiano now leads Chamber operations and its development, marketing, communications and member relations initiatives.

Frank is a lifelong learner and a graduate of Kutztown University with a Bachelor's degree in Communications. Prior to that, he attended US Army Intelligence Center and School at Fort Huachuca, AZ , William Allen High School and the Cathedral of Saint Catharine of Siena School.

Frank is a sales, marketing, communications, and operations professional. His diverse abilities include partnership and relationship and partnership development and "One Voice" message development and implementation. Frank is known for his strong collaboration, cooperation and influencing skills. He has a passion for creating permanent connections for himself and others as well as for research and product development, customer cultivation and client recognition, and marketing and public relations coordination. He has a great feel for social media and web content development, electronic marketing and a keen mind for package and promotion development. Frank is also an event and meeting planning expert.

Frank currently oversees The Chamber's Member Relations team including the Senior Vice President of Member Relations & Sales, Member Relations Manager, Major Events Coordinator, Director of Communications as well as the central sector chambers of commerce.

Frank also serves on the Air Service Focus Group for the Lehigh Northampton Airport Authority, the Lehigh Valley LINC board, the Allentown Diocese Cathedral Parish Stewardship Committee.

Frank has served on the City of Allentown Planning Commission and the boards of Leadership Lehigh Valley, and the Marketing Committees of Lehigh Valley Economic Development Corporation, Discover Lehigh Valley.

**Frank's career highlights include:**

- ❑ Growing chamber revenues by overseeing the successful transition from 70% dues revenue to 70% non-dues revenue
- ❑ Recreating and growing The Chamber's top three annual events: Economic Outlook, Commercial Real Estate Outlook and The Chamber Annual Meeting
- ❑ Overseeing the development of chamber communications including the monthly Connections print publication, chamber website and chamber social media initiatives.
- ❑ Directed a sales strategy that increased hotel occupancy through strategic marketing and local partnerships by 10% year over year for the Holiday Inn Bethlehem and the Hampton Inn & Suites Bethlehem, well ahead of the market
- ❑ Developed Regional Marketing/Internet Marketing Position for a group of five hotels in the Meyer Jabara Hotels portfolio to include Electronic Marketing, Internet Strategies, Database Strategies, and Electronic Sales Support

