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FOR IMMEDIATE RELEASE

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## **Princeton Mercer Regional Chamber CEO Announces Retirement**

**Princeton, NJ – June 15, 2020** – The Princeton Mercer Regional Chamber [PMRC] announced today that President & CEO, Peter Crowley, will retire effective December 31, 2020. Crowley has been in his current role since January 2008.

During Crowley’s tenure as President & CEO, he transformed the organization into one of the largest chambers in New Jersey, with a reach that includes more than 12,000 contacts and 1,600 members that call Central Jersey home. As a champion for business, Crowley also introduced innovative programming and events to help members connect with one another and grow their businesses, including its NJ Conference for Women, which has grown to the largest of its kind in the state. In 2018, he was part of the leadership team that successfully merged the Princeton Regional Chamber of Commerce and the MIDJersey Chamber of Commerce. The uniting of these two chambers resulted in a single, powerful regional business advocate, and a savings of more than \$1 million, for its members. Crowley also contributed significantly to the culture of the region through his leadership on the Princeton Mercer Convention & Visitors Bureau.

“Peter has dedicated the last twelve years to this Chamber and the greater Mercer County business community. He has built valuable partnerships and initiatives that will serve our region for many years to come,” said Brenda Ross-Dulan, Chair of the Princeton Mercer Regional Chamber. “In the coming weeks our Board of Directors will begin a search to identify his replacement, someone who can build on his legacy as a dedicated, innovative and member-focused executive. I am truly grateful for Peter’s service and will leverage his wisdom as we select a dynamic executive to lead the Chamber through its next phase.”

“One of the greatest rewards of my career has been serving as CEO of the Chamber,” said Crowley. “It is such a pleasure to represent our clients, who fuel our economy and create jobs. And despite the unprecedented times in which we find ourselves, the financial strength, quality of programming, and commitment and excellence of our staff, the PMRC is well positioned for continued success. We are also fortunate to have a Board of Directors that is made up of some of the most talented leaders from some of the most successful companies in New Jersey and throughout the nation and world. This organization is poised and ready to help our members build new businesses and grow existing ones.”

Prior to this role, Crowley was the Founding President & CEO of The Bank of Princeton. He has lived in the Princeton area since 1981, where he and his wife Patricia raised their sons, Richard and Michael.

**The Princeton Mercer Regional Chamber** – The Princeton Mercer Regional Chamber is a membership organization committed to promoting business growth within the Mercer County region and surrounding areas. With more than 12,000 individual contacts and more than 1,600 member companies, the Chamber’s membership is primarily focused in five central New Jersey counties and stretches as far as New York, Philadelphia and Canada. Included amongst its members are Fortune 500 companies, Global 500 companies, nationally and internationally recognized universities, pharma leaders, health care and financial services providers, and companies of all sizes. More information about the Chamber can be found at [www.princetonmercerchamber.org](http://www.princetonmercerchamber.org).

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