

Kate E. Miller Named President & CEO of the Pooler Chamber of Commerce

(Pooler, Georgia – June 2025) — The Pooler Chamber of Commerce and Visitors Bureau is proud to announce the appointment of Kate E. Miller as its new President and Chief Executive Officer. With over 13 years of experience in chamber leadership, economic development, and tourism strategy, Miller brings a track record of measurable success, community partnership, and innovative programming to Pooler at a time of tremendous opportunity and growth.

Miller most recently served as President & CEO of the Middleton Chamber of Commerce in Wisconsin, where she led a complete organizational transformation focused on member engagement, workforce development, and strategic partnerships. Her leadership resulted in a \$65,000 increase in membership revenue in just six months through the introduction of a tiered dues structure, the launch of a waitlist professional development series, and the creation of Mission: Workforce Alliance. This program connects transitioning military service members with regional employers.



“I’m incredibly honored to join the Pooler Chamber at such an exciting time in the city’s evolution,” said Miller. “This community has so much energy, growth potential, and pride. I’m looking forward to listening deeply, building strong partnerships, and helping the Chamber serve as both a resource and a catalyst for business success and community connection.”

Miller is also well-versed in tourism and destination marketing. She previously served as Director of Membership and Events for the Fitchburg Chamber + Visitors Bureau and currently sits on the Middleton Tourism Commission, where she helped guide community branding and funding priorities. Her initiatives have received national recognition, including a campaign that positioned Fitchburg as a Bicycle Friendly Community through event marketing and tourism partnerships.

“Kate stood out from a highly competitive pool of candidates,” said Ashley DuBois, Chair of the Pooler Chamber Board of Directors. “Her passion for business, tourism, and people is undeniable—and her proven success growing chambers and launching innovative programs made her the clear choice. We’re thrilled to welcome her to Pooler.”

As President and CEO, Miller will lead the Chamber’s operations, strategic planning, membership programs, and tourism initiatives. She will also work closely with city and regional partners to enhance Pooler’s role as a premier place to live, work, visit, and invest.

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Miller holds leadership credentials from the U.S. Chamber of Commerce's Institute for Organization Management and has served on multiple regional development boards. Kate is excited to relocate to the area, and her first official day in the role will be July 14, 2025.