



Sherri Rigg

VICE PRESIDENT

Before joining the CommPac staff as an account director in April 2016, Sherri Rigg served as president and owner of her own marketing consulting company, Rigg Communications.

Since Rigg Communications opened its doors in 2009, Rigg oversaw and directed all activities, including advertising collateral production, event marketing and public relations for clients such as P.F. Chang's Waikiki, Kapolei Commons Shopping Center, Kona Commons Shopping Center and Lorna Jane Active Living.

Before starting her own company, Rigg supervised and developed effective brand strategies and public relations tactics for the successful launch of national brands entering the Hawaii market, including Starbucks, Jamba Juice and P.F. Chang's.

Along with planning and executing events to strengthen brand awareness and increase sales, she also managed the grand openings of more than 90 new store locations in Hawaii.

Aside from Rigg's accomplishments in the restaurant and quick-service industry, she also has extensive experience in the tourism and hospitality industry, serving as the director of public relations at the Hawaiian Regent Hotel and assisting in hotel communications and public relations for the Sheraton Moana Surfrider, Kona Village and Kona Surf Resort.

Rigg graduated from Pepperdine University with a Bachelor of Arts degree in communications, specializing in public relations.

She resides in Hawaii Kai and is a strong supporter of Diamond Head Theatre and Manoa Valley Theatre.