



Sherri Rigg

VICE PRESIDENT

Sherri Rigg joined CommPac in 2016 as an account director on the McDonald's Restaurants of Hawaii account, overseeing the public relations, community relations and event marketing efforts for 74 restaurants in Hawaii. Over the past four years, Sherri directed the brand launch of Carbon Lighthouse in the Hawaii market and developed communications strategies, community engagement and event marketing efforts for the Education Institute of Hawaii, Wahiawā Center for Community Health and Kauai Beach Resort.

Prior to joining CommPac, Sherri served as president and owner of her own marketing consulting company, Rigg Communications, and directed effective brand and marketing strategies, including public relations, advertising and creating collateral materials, for the successful launch of national brands entering the Hawaii market, including Starbucks, Jamba Juice, P.F. Chang's, and Lorna Jane Active Living. Sherri also oversaw the grand opening and marketing efforts for Kapolei Commons Shopping Center and Kona Commons Shopping Center.

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 Sherri'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.

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

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