



# 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 Hawai'i. Over the past five years, Sherri directed the brand launch of Carbon Lighthouse in the Hawai'i market and she continues to manage the public relations and client cultivation efforts for the energy services company.

She currently provides strategic communications, marketing, and public relations services for Wahiawā Center for Community Health, a federally qualified health center serving Wahiawā, Waialua, Kunia and Mililani. She also developed communications strategies, community engagement, and event marketing efforts for the Education Institute of Hawaii, and provided public relations support for Kauai Beach Resort, Mid-Pacific Institute and World Surf League.

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 Hawai'i market, including Starbucks, Jamba Juice, P.F. Chang's, and Lorna Jane Active Living. 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 Hawai'i. Sherri also oversaw the grand opening and marketing efforts for Kapolei Commons Shopping Center and Kona Commons Shopping Center.

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 Hawai'i Kai and is a supporter of Diamond Head Theatre and Manoa Valley Theatre.