



# Sherri Rigg

STRATEGIC CONSULTANT

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. Sherri has provided strategic communications, marketing, and public relations services for Wahiawā Center for Community Health, First Insurance Company of Hawaii, Make-A-Wish Hawaii 40th Anniversary, Washington Place 175th Anniversary, Education Institute of Hawaii, Kauai Beach Resort, Mid-Pacific Institute and World Surf League.

Prior to joining CommPac, Sherri owned 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. 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.