



## PRESS RELEASE

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### **Mobile Chamber Promotes Shana Jordan to Vice President of Membership**

**MOBILE, Ala.** – The Mobile Chamber has promoted Shana Jordan to vice president of membership, effective August 1, 2025.

Since joining the Chamber in 2024 as a business development navigator, Jordan has provided strategic counsel to entrepreneurs and small businesses through one-on-one counseling, outreach and resource connections.

“Shana brings a wealth of experience, a strong community network and a deep understanding of member needs,” said Bradley Byrne, president and CEO of the Mobile Chamber. “She is a proven leader and the right person to drive membership growth and engagement as we continue to serve our business community.”

Jordan brings more than 15 years of business development experience to her new role, with a proven track record leading cross functional teams, managing multi-layered initiatives and driving revenue through innovative membership strategies. Her expertise spans strategic partnerships, event execution and community engagement - skills that directly align with the Chamber’s mission to support and grow Mobile’s business ecosystem.

A University of South Alabama graduate with a Bachelor of Arts in Communication, Jordan has established herself as a notable entrepreneur and business leader. In 2018, she founded Oyster Shell Strategy, a woman-owned strategic consulting and event production company that earned recognition as a Women's Business Enterprise by the State of Alabama. Her diverse professional background includes leadership roles with UTV44/NBC 15, BayFest Music Festival and the Mobile Convention and City Centers.

“It’s an honor to step into this leadership role,” Jordan said. “I’m excited to build on the Chamber’s legacy of supporting businesses and to find new ways to grow and strengthen our membership.”

Jordan’s contributions to Mobile’s business community have earned widespread recognition. She was honored as a Mobile Chamber Small Business of the Month, served as a founding member of Impact100 Mobile, received four Nappie Awards and was named to Mobile Bay Magazine’s prestigious 40 Under 40 list.

In her new role, Jordan will oversee membership development strategies, enhance member engagement initiatives and work to expand the Chamber’s reach throughout the Mobile business community. Her appointment underscores the Chamber’s commitment to supporting local businesses with experienced leadership and innovative approaches to membership services.

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**About the Mobile Chamber**

The Mobile Chamber is a private business organization with nearly 1,700 members and the economic developer for the City of Mobile and Mobile County. The Mobile Chamber's focus is to provide members with networking, marketing and professional development opportunities, expand jobs in the area, develop the local workforce, advocate legislative priorities and offer resources to help small businesses grow. Additional information is on the Chamber's [website](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).