

James McCoy, IOM Joins The Chason Group Executive Search Firm

(Cumming, Georgia - March 2025) After two decades, James McCoy stepped down as President & CEO of the Forsyth Chamber of Commerce on February 28, 2025 and joined The Chason Group (TCG), a leader in executive searches for chambers of commerce, economic development organizations, foundations, and convention and visitors bureaus.

“James’ addition to the TCG team of professionals will make a significant difference in bringing the newest trends and success models for economic development to our toolbox,” according to Tim Chason, President and CEO of the executive search firm. “He will increase our capacity to lead more executive searches in the southeast which has been our focus area for several years. His skill sets match our needs in several areas, including chambers of commerce and Destination Marketing Organizations.”

McCoy, who was The Chason Group’s first executive placement in 2004, led one of the fastest growing areas in the US through an era characterized by strategic economic growth and community development. Under his leadership, the Forsyth Chamber successfully secured \$1.9 billion in funding for transportation, parks, and public schools through referendum campaigns, helped create the South Forsyth Community Improvement District, and significantly increased tourism marketing funding through changes to the hotel-motel tax.

The US Institute of Organization Management graduate played a key role in launching the Forward Forsyth economic development partnership, which has generated \$1.3 billion in new capital investment, created 7,000 jobs, and contributed \$10.8 million in annual tax revenue for the county and Forsyth County Schools. His efforts also led to the Envision2023 community visioning plan, which engaged 2,000 residents, as well as the construction of Lanier Technical College’s campus and a new aquatics center. The Chamber was nationally recognized as a finalist for Chamber of the Year in 2020 and 2021, particularly for its support of local businesses during the COVID-19 pandemic.

McCoy will also lead a new initiative aimed at helping chambers and economic development organizations across the country grow investment and resources that drive critical outcomes.



New Contact Information

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“On a personal level, this move will give me an opportunity to continue serving Forsyth County in ways that I previously was unable to while working at the Chamber,” McCoy added. “Professionally, it is an incredible opportunity to work with professionals I have learned from and admired for many years.”

McCoy will be joining several other TCG professionals who lead executive searches for the firm. Randy Cardoza, former commissioner of the Georgia Department of Economic Development under three governors joined the firm in 2016. Mark Lytle, also a former member of the Georgia Department of Economic Development team and Vice President of Economic Development for the University System of Georgia, joined the team in 2018. Paige Hutto, who was placed by TCG at the Gilmer County Chamber as President and CEO, joined the team in 2020 as an executive search consultant. Kaitlyn Wilson completes the team as the marketing and writer for TCG.