



Kyle South Chosen to Lead The Chamber of Commerce of West Alabama



(Tuscaloosa, Alabama / May 2023) The Board of Directors of The Chamber of Commerce of West Alabama has chosen Kyle South, a business leader and State Representative, to serve as the next President and Chief Executive Officer of the organization, effective July 1. The announcement was made by Michele Coley of the Allstate Coley Agency, 2023 Chair of the Board, and Bobby Bragg of JamisonMoneyFarmer PC, Chair of the Search Committee.

The Chason Group was retained by the Chamber to lead the executive search process.

“This announcement is a strategic move for the Chamber,” Coley said. “Kyle has the business acumen and existing relationships already in place to continue the important role this organization plays in West Alabama to promote economic prosperity and growth. His abilities to tackle tough issues and seek solutions are qualities that will build upon the solid foundation already in place at the Chamber.”

New Contact Information

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South is an Alabama native, having grown up in nearby Fayette. He earned a Bachelor of Science degree in Commerce & Business Administration, with a focus on marketing, from the University of Alabama. South returned home to Fayette to serve as President and General Manager of West Alabama TV Cable Company. He spearheaded all aspects of operations for the \$5M family-owned cable company until the business was sold in 2019.

“I am extremely excited that Kyle is going to lead our organization into our new ALL IN plan,” Bragg said. “He is a dynamic convenor and brings positive working relationships within our Chamber and West AlabamaWorks! team,

in addition to many key stakeholders and investors in our region and throughout the state. As a State Representative, Kyle has done a fantastic job promoting a pro-business atmosphere; so that will be a natural fit in this new role. I respect that Kyle approached this executive search process with integrity and was committed to our extensive vetting process.”

The Chamber has an annual budget of more than \$2.1 million, which does not include its significant financial management responsibility of West AlabamaWorks! and the West Alabama Chamber Foundation. The Chamber recently completed its latest comprehensive, five-year strategic planning process and capital campaign, known

as ALL IN. The Chamber was named the 2021 Chamber of the Year by the Association of Chamber of Commerce Executives.

“The opportunity to lead a 120-year-old business advocacy organization is a challenge that I feel my business experiences and serving as an elected official have prepared me for,” according to South. “The Chamber has a solid reputation for serving businesses by collaborating with national, state, regional, and local government entities. I want to continue to build upon those successes with the team in place at the Chamber and the volunteer network of leaders who recognize what we have here in terms of resources and opportunities.”

From 2008 through 2014, South served as a Board member and Chairman of the Alabama Cable Telecommunications Association. He has also been active in the Fayette Area Chamber of Commerce and Fayette Exchange Club.

As a State Representative for District 16, South is serving his third term in the Alabama House of Representatives. He was first elected in 2014 to represent the interests and population of Fayette, Jefferson, Lamar, and Tuscaloosa counties. His achievements in the House include serving as a key member of the Financial Services Committee and Insurance Committee; participation in the Ways and Means General Fund Committee as Vice Chairman; and serving as a member of the Transportation, Utilities, and Infrastructure Committee. South will be stepping down as State Representative prior to his first day at the Chamber.

South and his wife Ann-Phillips currently live in Fayette. He has two daughters, Ava Grace and Kylie.

In addition to Coley and Bragg, others serving on the Chamber’s Search Committee included Jheovanny Gomez, Chair-Elect of the Chamber, Jalapenos Mexican Grill; Tripp Powell, Immediate Past Chair of the Chamber, Yea Alabama; Claude Edwards, Bryant Bank; Matt Fajack, University of Alabama; Chip Fuqua, MBUSI; Katrina Keefer, DCH Health System; Tim Lewis, Tala Professional Services; Blake Madison, Rosen Harwood; Elizabeth Winters, Regions Bank; and Jackie Wuska, United Way of West Alabama.

In December of 2022, Jim Page announced his intentions to leave the Chamber, after 11 years at the helm, at the end of February 2023. He plans to relocate to the Huntsville area for a new position in the private sector.

About The Chason Group. TCG is a search firm specializing in chambers of commerce, economic development organizations, destination marketing organizations, and other nonprofit executive searches. For more information, please visit www.thechasongroup.com.