

Shabaka Gibson Joins Battle Creek Unlimited as New Vice President

Friday, September 22, 2017

Battle Creek, Mich. – Battle Creek Unlimited (BCU) is pleased to announce the addition of Shabaka Gibson as its newest Vice President. Gibson's work will encompass Retention, Expansion and Workforce. He will work along with the rest of the BCU team as they continue with innovative solutions to generate jobs and investment in Battle Creek.

A former Southwest Michigan native and retired Army reservist, Gibson returns with over a decade of vast experience in business, policy and economic development from overseeing operations abroad to local municipal government as the Village Manager of Stevensville. Gibson has experience with strategy development for workforce development, STEM programs, small businesses development and investment management. Most recently, he served as the Senior Vice President at Ady Advantage. During his tenure there, Gibson managed projects across the United States focused on research, strategy and marketing. He also worked with stakeholders, site selectors and businesses. Prior to his experience with Ady, Gibson worked in Corporate Affairs with Exxon Mobil Corporation. This experience combined with his familiarity with our region and state makes the Bronze Star recipient an ideal addition to the team at BCU.

Gibson graduated from Western Michigan University with a Bachelor of Arts in Political Science and the University of Chicago with a Master of Public Policy. Gibson also has an Associates of Arts in Russian Language from the Defense Language Institute.

BCU is also delighted to announce Bridgette Jones will be transitioning into the role of Vice President of Operations. Please join us in welcoming Shabaka Gibson to Battle Creek and Battle Creek Unlimited and congratulating Bridgette Jones on her new role with Battle Creek Unlimited.

About Battle Creek Unlimited

Battle Creek Unlimited is a private, non-profit corporation which serves as the economic development organization for the City of Battle Creek. Battle Creek Unlimited facilitates the generation of investment and job creation in our community.

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