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Lauren Masias Named Director of the Colorado Competitive Council

DENVER—The Denver Metro Chamber of Commerce and the Colorado Competitive Council (C3) are excited to announce that Lauren Masias has been named the new C3 director.



Lauren Masias

Masias, a Colorado native who most recently served as managing director of stakeholder engagement for the Denver South Economic Development Partnership, brings a wealth of experience in economic development, stakeholder engagement, public policy and transportation.

She will be responsible for managing all aspects of C3, including financial oversight, investor relations, steering committee engagement and advocacy strategy.

“Lauren has a strong knowledge of how policy affects the business community and employers’ ability to put Coloradans to work in good jobs,” said Chamber President and CEO Kelly Brough. “We are excited to have Lauren join the Chamber family and lead C3’s efforts to preserve and enhance the competitive business climate in Colorado.”

Founded in 2005 as an affiliate of the Denver Metro Chamber, C3 develops policy solutions that benefit Colorado businesses and ensures that the state continues to be competitive locally and globally. With reach across the state, C3 [investors](#) and [steering committee members](#) collaborate to amplify the voice of the business community at the Capitol and on the ballot. The organization has more than 60 steering committee members who represent business interests across the state, along with 35 business investors who drive C3’s advocacy positions.

In her most recent role with the Denver South Economic Development Partnership, Masias focused on creating corporate and community strategic alliances. She also coordinated events, including the Partnership’s Bike to Work Day activities. Before joining the partnership, Masias worked in the regional marketing office for Chrysler Motors and at various nonprofits.

“I look forward to further developing the successful platforms that C3 has created. I’ll focus on the expansion and development of new initiatives to increase membership and continue to build on the collaborative approach that has been developed with our current partners. I’m very excited to bring my



experience to effectively strengthen the relationships with our strategic partners, elected offices and business leaders from around the state to grow Colorado’s strong economy,” Masias said.

Masias currently serves on the Young Professional Board of Directors for Project C.U.R.E. She received her Bachelor of Science in mass communications from Colorado State University-Pueblo. She is also an avid skier and enjoys playing a competitive game of tennis when she’s not running in Washington Park with her Wheaten terrier.

Masias succeeds Nick Colglazier, who stepped down as C3 director in December.

About the Denver Metro Chamber of Commerce

For more than 150 years, the Denver Metro Chamber of Commerce has been a leading voice for Colorado’s business community. With a membership that spans the state and includes thousands of businesses and their 400,000 employees, the Chamber is an effective advocate for small and large businesses. For more information, go to denverchamber.org.

About the Colorado Competitive Council

Formed in 2006, the Colorado Competitive Council (C3) provides direct lobbying and advocacy at the Colorado State Capitol and supports like-minded organizations that are dedicated to the mission of enhancing Colorado’s economy. For more information, go to coloradocompetes.org.

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