



FOR IMMEDIATE RELEASE

HIGH POINT DISCOVERED NAMES AMBER WILLIAMSON AS EXECUTIVE DIRECTOR

HIGH POINT, N.C. (July 12, 2022) – High Point-based non-profit, High Point Discovered (HPD) is growing their leadership team with the addition of Amber Williamson as executive director. As executive director, Williamson will lead the charge of growing the organization through board governance, financial management, advancement growth, and strategic visioning. Williamson will begin her new position on August 8, 2022.

“Amber’s passion and enthusiasm for High Point is contagious and her experience and education make her the perfect person to lead this organization into its next chapter,” says HPD founder and board chairperson, Christi Barbour. “As the founder of an organization that shares life-filled stories to empower difference-makers in our city, I believe it is quite telling that in 2018 we featured Amber’s story when she was an emerging leader in High Point. She has grown into the engaged leader who will guide this organization forward to increase pride, growth, and success for our entire city.”

Williamson brings a wealth of experience to her new role at HPD, as she served for the last three years as the director of leadership and program development for the Business High Point initiative, Leadership High Point. In this role, Williamson lead this 10-month program to transform and empower leaders in the High Point community through professional development, community partnerships, and more – even through the COVID-19 pandemic. Her previous roles include working as manager of communications & programs for Business High Point where she implemented rebranding efforts, as well as serving as the communications specialist for The Foundation for a Healthy High Point.

“High Point is a unique community that has truly captured my heart,” says Williamson. “It is a rare opportunity to work for an organization whose sole mission is to share about the people and places that set our beautiful city apart. High Point Discovered has done a phenomenal job of telling the story of High Point. As Executive Director, I hope to expand our reach through strategic partnerships and create authentic experiences for our community to connect and engage on a higher level.”

Williamson earned both her Master of Arts degree in strategic communication and her Bachelor of Arts degree in strategic communication from High Point University. She was named one of the 10 Alumni Under 10 (Years) by High Point University’s Alumni Association in 2020, and she received a 20 in Their 20s Award by the Triad Business Journal in 2021.

High Point Discovered is a 501(c)3 non-profit that exists to communicate the stories of High Point, N.C. to connect our community and catalyze economic growth. For more information on High Point Discovered, visit www.highpointdiscovered.org.

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