

Missoula Area Chamber of Commerce Hires New CEO to Lead the Organization



Mark Losh

After an extensive nationwide search, the Missoula Area Chamber of Commerce Board of Directors has voted unanimously to hire Mark Losh, current CEO of the West Plains Chamber of Commerce in western Washington, as the Missoula Chamber's new CEO.

Losh will begin work January 2, 2024. He succeeds longtime CEO Kim Latrielle, who is retiring after 50 years in positions of progressive responsibility at the Missoula Chamber, serving as CEO since 1996.

"Mark is an accomplished professional with experience revitalizing Chamber organizations and an in-depth knowledge of the Missoula community," said Zachary Bashoor, Chairman of the Missoula Area Chamber of Commerce Board of Directors. "We are thrilled to welcome him back to the Missoula Area Chamber. After our extensive search, we have found a leader whose track record of success in revitalizing

organizations aligns seamlessly with our vision for the future. Mark brings a wealth of experience and innovation, with a deep understanding of the local community, that will undoubtedly contribute to our continued growth and success."

Losh has been CEO of the West Plains Chamber of Commerce since August 2021. During his tenure, he revamped a struggling organization through community collaboration and developed new operating systems that grew membership to more than 300 by adding over 100 new members. Before that, he twice served as Membership Director of the Missoula Area Chamber, where he grew membership by 20%.

"I am honored to come home to Missoula and join the Missoula Chamber as part of the team dedicated to fostering a healthy and thriving business community. I look forward to leveraging my experience to contribute to the continued success and growth of the Chamber, focusing on advancing business through community collaboration to create a united Missoula," Losh said.

A six-member search committee of Chamber board members, assisted by Bob Marsenich of Glacier HR Services, led the selection process, thoroughly vetting more than 65 well-qualified applicants from around the United States.

"The Board of Directors and staff share excitement about the future and the positive impact Mark will make in the community and for the Chamber," Bashoor said. "We are grateful to our members, strategic partners, and community for their ongoing support. We will continue to do our part to move Missoula forward into the next chapter and beyond."

The Missoula Area Chamber of Commerce serves to preserve and advance the quality of life in Missoula by advocating for a healthy, responsible, and diverse business environment and by providing resources that help businesses succeed.