



ACC BIOGRAPHY

Robin Bobocel Second Vice-Chair 2024/25



Robin is from the Northern Alberta town of Athabasca but has made Edmonton his home since 1992. He was raised in an entrepreneurial family, working his way through his family's oil and gas construction or forestry small businesses starting as a labourer, then as a heavy equipment operator and eventually moving into a management role.

Following a lifelong passion for politics, Robin then began the next phase of his career as a lobbyist that saw him begin work in the Alberta Legislature as a political staffer in 2001. After a short stint as a member of the Alberta public service, he finally realized his intentions to become a lobbyist when in 2004, he went back to the private sector to work with a small Edmonton-based government relations firm. Never satisfied with the status quo, Robin purchased the firm which provided services to a variety of US and Canadian companies, primarily in the natural resource development space, including several multinationals.

After selling the firm in 2008, Robin went back to school to pursue his Masters in Business Administration and in the same year was recruited into the chamber world as Vice-President of Public Affairs with the Edmonton Chamber of Commerce. After spending five years there, and rising to the role of Chief Operating Officer, Robin again went back to the Legislature; this time to serve as the Chief of Staff to the Minister of Innovation and Advanced Education.

Utilizing his combined experiences, in 2014 Robin took on the challenging role of Executive Director of Concrete Alberta, a 60+-year old provincial industry association serving concrete producers and related industries. This opportunity solidified Robin as a professional not-for-profit manager, an unexpected career shift that also saw him lead the Red Deer & District Chamber of Commerce as CEO; and into his current position as Executive Director & Registrar of the Electrical Contractors Association of Alberta, a position he has held since May of 2021.

Robin's wife Kristiena is a proud small business owner and together they are raising their two daughters Thea and Ava to also have a passion for business and community; values that both Robin and Kristiena both hold dear.