



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 and 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 began the next phase of his career as a lobbyist, starting as a political staffer at the Alberta Legislature in 2001. After a brief time as a member of the Alberta public service, he realized his goal of becoming a lobbyist in 2004 when he returned 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 U.S. 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 Master of Business Administration. That same year, he was recruited into the chamber world as Vice-President of Public Affairs with the Edmonton Chamber of Commerce. Over five years at the chamber, Robin rose to the role of Chief Operating Officer.

Robin once again returned to the Alberta Legislature, this time as Chief of Staff to the Minister of Innovation and Advanced Education. In 2014, Robin drew on his combined experiences to take on the role of Executive Director of Concrete Alberta, a 60+-year-old provincial industry association serving concrete producers and related industries. This role solidified Robin as a professional not-for-profit manager, an unexpected career shift that led him to serve as CEO of the Red Deer & District Chamber of Commerce and, since May 2021, as Executive Director & Registrar of the Electrical Contractors Association of Alberta.

Robin’s wife, Kristiena, is a proud small business owner, and together they are raising their two daughters, Thea and Ava, to share their passion for business and community—values Robin and Kristiena hold dear.