



Brad Dean

President and CEO

Myrtle Beach Area Chamber of Commerce

Brad Dean was born and raised in a small farming community in Illinois. He graduated from the University of Illinois with a degree in accounting.

After graduation, Mr. Dean worked for General Electric, and in 1993, he joined the Rank Organization, which had just purchased the Hard Rock Cafe chain. In 1995 he was tapped to open and run the Myrtle Beach restaurant.

After working with Hard Rock Cafe for three years, Mr. Dean joined the Myrtle Beach Area Chamber of Commerce as its chief financial officer. In October 2003, Mr. Dean was named President and Chief Executive Officer of the chamber.

In this role, Mr. Dean heads the area's primary destination marketing organization, with 2700 members representing more than 46,000 employees, a full-time staff of 45 and a budget of \$37 million. The chamber, founded in 1938, serves the business community throughout the Grand Strand, from Little River to Pawleys Island. The chamber is accredited as a five-star chamber of commerce by the U.S. Chamber of Commerce, fully accredited as a Destination Marketing Organization by DMAI. In 2012 the chamber was named CVB of the Year by the Southeast Tourism Society and in 2014 was named a Small Business Ally by the Small Business Association.

Active in the community, Mr. Dean has volunteered with various organizations including Junior Achievement, Careteam, American Heart Association, American Red Cross, Coastal Carolina University, the City of Myrtle Beach and United Way of Horry County. He currently serves on a variety of boards of directors including the United States Travel and Tourism Advisory Board, US Travel Association and Destination Marketing Association International.

Mr. Dean lives in Murrells Inlet with his wife Myriam and children Bryan and Gina. He attends Surfside United Methodist Church.