

SMSBF Presenter

Bio Sheet



Elissa Hillary, President, Local First



Elissa Hillary is committed to building sustainable local economies that put people first. As the President of Local First since 2007, she has brought together nearly 1,000 businesses in West Michigan to collaborate in building a vibrant community that encourages sustainable business and social enterprise development. As a consultant and speaker, she magnifies that impact in communities around the world. Elissa is a founding Business

Alliance for Local Living Economies (BALLE) Fellow, the 204 BCorp Measure What Matters Champion, and a BCorp Ambassador.