The CEO by authority granted by the Board of Directors, directs and leads the Roseville Area Chamber of Commerce toward its mission.

Key areas of responsibility include:
- Providing leadership for operations,
- Fiscal management, marketing, fundraising, public/community relations,
- Program development,
- Human resource management,
- Strategic direction,
- Developing activities which promote the Greater Roseville Area business community.

Specifically, the CEO instills the mission of the Chamber, serves as liaison with local government and advocates for local business and economic development. The overall task of the CEO is to plan, organize and direct the operations of the Chamber in such a way as to ensure the necessary investment, in terms of manpower and money, to enable the organization to carry out its functions in the core areas of membership development, community development and government affairs.

The Roseville Area Chamber is the only 5 Star Accredited Chamber in Northern California, and only 1 of 5 in California. At the base of the Sierra Nevada foothills, Roseville is Placer County’s largest city at 145,000 residents. Roseville was again named one of the top places to live in America by Money.com magazine (Best Places to Live 2020). Roseville also has been noted for the best place to raise a family, start a business, buy a first home and retire, as well as the safest city, most playful city, healthiest city and one of the lowest cost of living places in California to do business (Roseville Top Accolades).