

[TAG hires Sommer Cronck as new executive director](#)

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The [Technology Alliance Group](#) has hired Sommer Cronck as the organization's next executive director, officially taking over leadership from Anna Ehnmark on Dec. 12.

“We are very excited to have Sommer at the helm to help inform, represent, and connect our technology businesses and professionals,” board president Robin Halliday said in a press release. “Sommer is an experienced web designer, programmer and passionate technophile. She has worked in marketing, small business management, non-profit organizations, as well as IT and membership administration.”

Sommer brings significant experience in marketing and collaboration that will accelerate TAG's [new initiatives](#), which include talent recruiting, connecting business leaders, business development, and fun social and educational events.

“Sommer is everything that I had hoped to find in a successor,” Ehnmark said in the release. “It was very important to me that we found someone who lives and breathes collaboration and I feel confident in her ability to facilitate connections and represent our members needs.”