David Jackson
President and CEO
Boone Chamber of Commerce

David Jackson enters his 10th year as President and CEO of the Boone Area Chamber of Commerce.

During his tenure, Jackson has worked to grow several new programs and initiatives, including the formation of the Boone Area Chamber of Commerce Foundation. Named the 2025 Carolinas Outstanding Chamber of the Year by CACCE and recognized as a National Chamber of the Year Finalist in 2026 by ACCE, today the organization has over 700 active members and the team has increased revenues annually, while serving as a trusted community response partner. In 2025, Jackson was recognized as a Community Advocate of the Year by the NC Rural Center. He has also been honored as a NC Main Street Champion by the NC Main Street & Rural Planning Center (2021), a recipient of the Town of Boone 1872 Award (2025), and he received the Community Inspiration Award from the Watauga Community Foundation (2025).

Jackson is active with several community organizations. He serves on the Board of Directors of AppalCART, CACCE, the NC Early Childhood Foundation, and the NC Employee Ownership Center. He is a member of the Watauga County Economic Development Commission and serves on the Governor's Advisory Committee for Western North Carolina Recovery. Jackson teaches as an Adjunct Professor in the Walker College of Business at Appalachian State.

A 2000 graduate of Appalachian State, Jackson came to the chamber after 16 years as a member of the Appalachian State Athletic Department staff, serving the last 10 years as Associate Athletic Director. Jackson served as radio play-by-play announcer for Appalachian Football, men’s basketball, and baseball teams for 16 seasons. He was twice named NC Sportscaster of the Year (2007,12) by his peers in the National Sports Media Association. Jackson serves as an emcee for area events, play-by-play announcer for App State football and basketball on ESPN+, and is a member of the PatherVision gameday events team with the Carolina Panthers.