

NORTH CAROLINA'S

Emerging Leaders

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Elizabeth Robinson
Senior Director of Government Relations
NC Retail Merchants Association

Elizabeth Robinson is the senior director of government relations for the NC Retail Merchants Association (NCRMA) where she has served their members since 2006 by working on their behalf at the General Assembly and state regulatory agencies.

In addition to her Government Relations role at NCRMA, Elizabeth also oversees NCRMA's emergency management operations as well as the Carolinas Organized Retail Crime Alliance - a partnership between retail loss prevention officers and law enforcement in North and South Carolina.

Elizabeth is a past president of the NC Young Lobbyists Association and the immediate past president of the North Carolina Professional Lobbyists Association where she continues to serve on the Board. She also currently serves on the Board of Directors of the NC Free Enterprise Foundation.

Graduating from the University of North Carolina at Chapel Hill with a double-major in public policy analysis and political science, Elizabeth began her lobbying career working for Roger Bone and Associates Lobbying Firm and later for the NC Chamber prior to joining NCRMA. She and her husband, John, live in Raleigh with their two children, William (6) & Emily (5).

NCRMA is a nonprofit trade association organized in 1902 to improve the business climate for retailers in North Carolina. Over 115 years later, NCRMA remains the voice of the retail industry for North Carolina. NCRMA represents the interests of individual merchants before the General Assembly and serves as a vital link to state government. Its credibility lies in its longevity and commitment to serving the ever-changing needs of its members. The Association's membership includes more than 25,000 stores from across the state whose business represents 75 percent of North Carolina's retail sales volume. NCRMA serves both large and small retailers from multi-state chains to local "mom and pops" and all types of merchants including antique, apparel, art, automotive, book, carpet, department, drug, electronics, floral, furniture, grocery, hardware, jewelry, paint and variety stores.

