

Robin Bobocel

Electrical Contractors Association of Alberta

Robin Bobocel brings over two decades of diverse leadership experience to his role as Executive Director & Registrar of the Electrical Contractors Association of Alberta, a position he has held since May 2021. His unique blend of entrepreneurial background, government relations expertise, and association management experience has been instrumental in steering ECAA's continued growth and innovation.

Robin's career path has been marked by progressive leadership roles across multiple sectors. His early years in his family's Northern Alberta-based oil and gas construction and forestry businesses laid the foundation for his practical understanding of industry operations. This was followed by significant positions in the government relations field, in addition to time spent in the Alberta Legislature and as a ministerial Chief of Staff.

His association management expertise was honed as Vice-President of Public Affairs and later Chief Operating Officer at the Edmonton Chamber of Commerce, Executive Director of Concrete Alberta, and CEO of the Red Deer & District Chamber of Commerce. Robin holds an MBA and brings this academic foundation to his strategic leadership approach.

At ECAA, Robin leads initiatives focused on member value, industry advancement, and professional development, while championing the association's core values of kindness, excellence, and continuous growth. Together with his wife Kristiena, a small business owner, they are raising their daughters Thea and Ava with the same passion for business and community that has defined his career.