

FOR IMMEDIATE RELEASE

CHBA BC Appoints New CEO to Navigate Complex Housing and Economic Landscape

BURNABY, B.C. (June 22, 2026) – The Canadian Home Builders' Association of British Columbia (CHBA BC) is pleased to announce the hiring of its new CEO, George Greenwood, who most recently served as CEO of the Kelowna Chamber of Commerce.

Greenwood brings over 20 years of experience leading complex, member-based organizations through strategic and financial transformation to CHBA BC. He has worked closely with municipal, provincial, and federal leaders to advocate for business growth, housing development, and regional economic vitality. This experience uniquely positions him to lead CHBA BC's advocacy for the residential construction industry.

"The homebuilding sector is navigating complex times, and I am excited to be joining the association alongside CHBA BC's dedicated leadership, staff and highly engaged membership across the province," said Greenwood. "Our priority is to continue delivering strong support to our members and strengthening the association as current conditions make it increasingly difficult to move new housing projects forward."

Greenwood's appointment follows a months-long executive search for a leader with the professional background to guide the industry through a challenging time of softening market conditions, workforce impacts, market uncertainty, and persistent approval bottlenecks.

"I'm pleased to welcome George to our province-wide residential construction community at CHBA BC," said CHBA BC President, Wally James. "I am excited to see his proven leadership skills at work as we grapple with the challenges facing the home building industry."

Greenwood will join CHBA BC in early July, and his immediate priorities will include implementing CHBA BC's [2025–2029 strategic plan](#), which focuses on helping builders and renovators navigate shifts in affordability challenges, economic pressures, and evolving regulations. He will also oversee the design and buildout of CHBA BC's new association-owned headquarters in Coquitlam, ahead of a move from Burnaby in 2027.

About the Canadian Home Builders' Association of British Columbia:

CHBA BC is the leading advocate of the residential construction industry in BC, representing 2,350 member companies through our eight (8) affiliated home building associations. Our members are primarily small- and medium-sized businesses: builders, renovators, tradespeople, service professionals, and suppliers.

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