

Sabra Ritter is the Vice President of Marketing and Events at Orange County Business Council (OCBC) in Orange County, California. In this capacity, Sabra oversees the marketing and communications department as well as is responsible for the development, coordination and execution/production of signature events, including OCBC's Board of Directors Annual Installation Dinner and advocacy trips in Washington D.C. and Sacramento.

With over 15 years of event production, marketing development and sales expertise, Sabra brings a wealth of knowledge and experience to the organization. Before joining OCBC, Sabra worked at Hotel Laguna and 360 Destination Group bringing weddings, sales incentive trips and conventions alike to life.

As a first generation college student, Sabra received her B.S. in Business Management & Marketing from the Argyros School of Business & Economics at School Chapman University. She also currently serves as a board member for the OC Forum assisting with their programs and marketing committee. She lives in Aliso Viejo with her husband and their two daughters.