

# Michelle I. Mason, MS, MBA, CAE

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## Career Summary

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|-------------------------------|-------------------------------|----------------------------|
| ▪ Operations Management       | ▪ Education Programming       | ▪ Fundraising/sponsorships |
| ▪ Community Outreach          | ▪ Program Development         | ▪ Coalition Building       |
| ▪ Strategic Business Planning | ▪ Business Administration     | ▪ Workforce Productivity   |
| ▪ Project Management          | ▪ P&L Management              | ▪ Talent Management        |
| ▪ Public Policy               | ▪ Public Speaking and Writing | ▪ Volunteer Relations      |

## Professional Experience

### American Society for Quality (ASQ), Milwaukee, WI (2006 – current)

*Global association, budget size: \$32 million budget, membership 85,000 individuals and 800 corporate*

#### Managing Director, Strategic Developments

Member of the executive team responsible for general operations and strategic direction of a \$32 million association. Manage staff of 12. Work with Board of Directors and senior executives to develop and implement strategic direction, plans, and annual business objectives.

#### Selected accomplishments:

- Develop new community models to increase membership recruitment and retention.
  - Increased online community volume by 90%.
  - Developed baseline metrics to track engagement and satisfaction to measure ROI. Satisfaction increased by 4%.
  - Targeted nontraditional communities to increase interest and engagement of under-represented groups.
  - Oversee development, training and programming of approximately 5,000 volunteers.
- Develop and lead enterprise approach to social responsibility and sustainability initiative.
  - Secured over \$150,000 direct and in-kind.
  - Created public brand through social media and print – [www.TheSRO.org](http://www.TheSRO.org) (The Socially Responsible Organization)
  - Led strategic collaborations with Fortune 100 companies. For example, Manpower, Deloitte, and IBM.
- Develop and lead public policy and advocacy initiatives.
  - Redesigned advocacy efforts through the creation of a Public Policy Advisory Council.
  - Streamlined and focused processes to align with key business strategies resulted in collaborations with key federal agencies, Office of Management and Budget (OMB) and Office of National Coordinator (ONC) for Health Information Technology (HIT) and approval of Board appointed council.
- Key participant in cost reduction initiatives resulting in \$4.2 million in savings. Direct contribution \$200,000.
- Serve as issues expeditor to Executive Director. Conceptualize and deliver cross market innovations.

**ASAE & The Center for Association Leadership, Washington, DC (1998-2006)**

*National association, budget size \$25 million budget, membership 22,000*

**Vice President, Strategic and Future-Focused Research**

Directed and administered a comprehensive research program funded through a \$10 million endowment emphasize on future models, trends and business strategies in association/nonprofit sector.

**Selected accomplishments:**

- Lead production of numerous best selling products.
  - *7 Measures of Success: What Remarkable Associations Do That Others Don't* (2006) – More than 28,000 copies sold. Approximately \$800,000 in revenue.
  - *Mapping the Future of Your Association* (2006) - \$60,000 in revenue.
- Produced products and programs resulting in approximately \$350,000 in revenue.
- State of Community Assessment (SOCA): Developed agreement with third-party testing service for a 5% royalty.
- Implemented and launched the first web-cast series, featuring internationally recognized business leaders. Virtual registration exceeded face-to-face by 7%.

**Director, Research Programs**

- Expanded research agenda to serve as case statement for capital campaign resulting in \$6.2 million.
- Designed, developed and implemented three future-focused think tank events engaging 120 executive leaders.

**Additional Positions**

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**Special Assistant to Vice President, Chemical Manufacturers Association (CHEMSTAR), Washington, DC (1990-1998)**

**Adjunct Faculty, Strayer University, Washington, DC (2003-2005)**

Instructor of Business Management courses. Received an average rating of 4.5 on 5.0 scale.

**Education, Certification and Training**

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- Master of Business Administration (MBA) - University of Maryland (2006)
- Master of Science (MS) in Management concentration in Not-for-Profit Management and Marketing University of Maryland (2003)
- Bachelor of Science in Business Administration (BS), Minor in Marketing Strayer University (1996)
- Wisconsin Forward Award Examiner (State Malcolm Baldrige National Quality Award) (2010-11)
- Six Sigma Champion (2007)
- Certified Association Executive (CAE) (2004)
- Lean for Services Training (2007)
- Intercultural Business Etiquette (2010)

## Professional Development, Industry Recognition, Leadership and Community Service

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### Professional Development and Industry Recognition

- Appointed by Mayor of Milwaukee to City Sustainability Team (2012)
- ASAE Fellow (2009)
  - Conceptualized and deliver first ever ASAE Fellows Community Service project
- Mosaic Partnership Diversity Program - Milwaukee (2008)
- Aspen Institute Ideas Fellow (2007)
- *Association Trends*, Young and Aspiring Leader (1999)
- ASAE Future Leader (1998)
- Member, Association Forum of Chicagoland
  - Chair, Diversity and Workforce Development Committee (2008)
- Member, American Society for Association Executives & The Center for Association Leadership
  - Fundraising Committee for ASAE Foundation (2010)
  - APAC – Political Action Committee (2010)
  - Diversity Leadership Program Selection Committee (2009)
- Wisconsin Society for Association Executives
  - Co-Chair, Education Program Committee (2009 and 2010)
- Member, Digital Now Technology Advisory Council (2004-current)

### Board Leadership (2007 – Current)

- Goodwill of SEW - Audit and Compliance and Strategic Planning Committees (2010)
- River Revitalization Foundation - Fund Development Committee (2010)
- Visit Milwaukee CVB - Strategic Planning and Governance Committees
- PAVE (Choice and Charter Schools) (2010) – Strategic Planning Committee
- Women's Fund – Milwaukee (2008 - 2009)
- First Stage Children's Theatre - Strategic Planning Committee (2007-2010)

### Community Service

- Links International – Milwaukee Chapter – Executive Committee and Correspondence Secretary
- National Coalition of 100 Black Women – Milwaukee - Founding Member
  - Governance Committee
- Rotary International – Co-chair Silent Auction, Golf Outing raised \$125,000
- Pearls for Teen Girls – Volunteer
  - Designed, developed and implemented three fundraisers totaling \$15,000
- Kiwanis of Mitchellville – Past Distinguished President (2005)
- Chief Inspector for National Elections – Wisconsin (2008)

### Founder, Concepts and Connections (2002 - Present)

Provide pro bono services to small businesses and nonprofits in the areas of project management, marketing and business development.