

Traverse City, MI | 123-555-5555
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RYAN MEADE, CAE

Public Relations | Operational Excellence | Rapid Growth

Entrepreneurial leader accomplished in designing game-changing strategies to propel growth and membership within sales associations. Valued for providing insight, evaluating current practices, identifying market trends, and achieving unprecedented results. Expertise in developing strong and sustainable solutions to maximize partner retention and affinity relations, facilitate expansion, and generate revenue growth. Capable of building strong relationships with business partners and influencing at all levels to generate results.

- ✓ Increased Membership Revenue 55%
- ✓ Realized a 94% Membership Retention Rate
- ✓ Elevated Brand Position w/ Accredited Agencies
- ✓ Captured New Applicant Base Growth 65%
- ✓ Redesigned the Membership Dues & Pricing Structure

SIGNATURE STRENGTHS

- Membership Operations Oversight
- Transformative Business Strategies
- Affinity Partnership Management
- Sales & Marketing Strategies
- Network & Relationship Building
- Collaborative & Transparent Communications
- Process & Performance Improvement
- Stakeholder Engagement
- Revenue & Profit Optimization
- Market & Competitor Research
- Business-to-Consumer Sales
- Team Building & Motivation

CAREER SUCCESS

Bay Area Performing Arts & Events Association, Traverse City, MI

2008 to Present

Senior Director, Membership Services (2016 – Present)

Director, Membership Services (2008-2016)

Manage membership operations and oversee the industry research manager and membership associate while holding full accountability for achieving revenue, growth, and profitability goals.

Oversee and direct recruiting and retention of corporate members for a well-established community trade association, focusing on growing and promoting seasonal and year-round arts and entertainment events. Partner with suppliers and vendors to drive ongoing base growth through the identification of add-on value, sponsorships, and customizing needs and budgets to improve visibility.

- Optimized membership value by maintaining open communications with new and existing members to ensure satisfaction with both services and products.
- Worked with potential investors to identify business challenges, assess relationship value, and formulate go-to-market strategies; educated existing and potential investors on direct selling techniques and methodologies.
- Facilitated introductions between executives and companies of interest to assist in executive and board member placement.
- Secured add-on revenue streams through the creation of programs and initiatives to support affinity partnerships.
- Developed creative membership offerings, including regional dinners, CEO council roundtables, an annual women's leadership retreat, and quarterly member conference calls to facilitate communications and share information to further goals.

PROFESSIONAL DESIGNATION

- Certified Association Executive (CAE), American Society of Association Executives (ASAE)

PROFESSIONAL AFFILIATIONS

- Vice Chair: Membership Section Council, ASAE (2017-Present) and Member, ASAE (2016 & 2017)
- Member: ASAE Mentor Program Advisory Committee (2014-2018)