

Arnold Brown

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Association Executive Director | Deputy Executive Director

Operations & Financial Management | Board, Volunteer & Member Engagement | Association Growth & Expansion

Entrepreneurial executive with 10+ years of progressive experience in global professional societies, with special interest in healthcare associations and nonprofits. Led start-up and growing associations/nonprofits from incorporation and filing for 501(c)(3) tax status to building thriving membership bases, non-dues revenue streams, engaged volunteers, and highly regarded international conferences. Expertise in messaging, nonprofit finances, and promoting innovation and progress among staff and volunteers.

Career Highlights

- Stabilized small healthcare society through sound financial stewardship, good governance, and new revenue streams.
- Directed successful, data-driven membership acquisition campaigns for global association achieving 6%+ annual growth.
- Grew industry reputation and association profitability by launching successful international conference for multidisciplinary healthcare professional society.
- Ensured adherence to GAAP for nonprofits by overhauling accounting procedures for association management company.

Areas of Expertise

Operations | Volunteer/Board Management | Strategic Planning | Program Management Staff/Team Leadership | Nonprofit Budgets
Non-dues Revenue | Membership Retention & Acquisition | Marketing & Communications | Donor Relations/Stewardship

“As the past president, the executive director [Arnold] kept me on target and helped me to anticipate the next steps. He was invaluable to me in my role and personally in providing support and getting the work done.” Board Member, American Psychosocial Society

Professional Experience

NONPROFIT CONSULTANT | 2015–Present

Consult with local community organizations on strategic event planning and messaging. Engagements include coordinating events for Piedmont Housing Alliance, and developing communications and executing Health IT Fair for UVA Health System.

ASSOCIATION OF XYZ | 2014–2015

Global association of x professionals working for private-sector organizations. 100 staff | 40K+ members | \$20M operating budget

Director of Chapters and Membership Development. Hired to build global membership and to provide seamless chapter support following reassignment of incumbent. Supervised 3 direct reports. Managed chapter and marketing budgets totaling \$1M+.

Highlights:

- Addressed implications of Canada Anti-Spam Law (CASL) and its effect on membership acquisition by coordinating response and developing procedures to secure opt-ins.
- Implemented data-driven marketing to achieve >6% annual new member growth.
- Optimized use of software and web-based solutions to personalize communications and control timeline of touch points.
- Exceeded performance in “member-get-a-member” program by rebranding and enhancing cross-cultural appeal.
- Instituted regional marketing efforts, leveraging chapter resources, relationships, and cultural understanding.
- Increased global participation in highly rated leadership training to both volunteer leadership and chapter staff.
- Oversaw roll-out of new chapter branding initiative and policies.

CUSTOM LEADERSHIP GROUP, LLC | 2004–2014

Full-service association management company serving national and international professional societies. \$1.2M operating budget.

Account Executive. Developed formal business plan for CLG, analyzing competition and identifying business targets and areas for growth. Overhauled financial procedures and record keeping to properly report client statements in GAAP nonprofit format. Conducted business analyses, including staff allocation, membership cost/benefit, and conference costs.

Served in association executive director and program director roles providing oversight for membership, conference planning volunteer and board management for key full-service clients. Led service teams (3 to 5 personnel) for assigned clients.

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CUSTOM LEADERSHIP GROUP, LLC, Continued

Association clients included the International Society for Interventions, American Psychosocial Society, and International Society for Prenatal Care. Highlights:

INTERNATIONAL SOCIETY FOR RESEARCH ON IINTERVENTIONS | 2011–2014

International behavioral and mental health professional society. 200 member | \$60K budget.

Executive Director. Established formal governance structure, profitable conference, and membership dues collection and growth. Provided strategic direction to Board and program committee and oversight for all society initiatives and managing finances. Led organization from a loose affiliation of professionals to a formal nonprofit society, preparing all formal documents.

- Provided strategic guidance to the Board on good governance and establishment of membership benefits.
- Created procedures, structure, and provided support for first open annual meeting (rather than invitation-only).
- Developed dues structure and web presence to attract paying members and build capital.

AMERICAN PSYCHOSOCIAL SOCIETY | 2005–2014

Multidisciplinary society of professionals who address psychological, behavioral, aspects of cancer. 450+ member | \$425K budget.

Executive Director | 2008–2014. Promoted to increase membership retention and diversify revenue streams. Oversaw member data collection and maintenance, marketing and communications, strategic planning, governance, and financial management.

- Improved volunteer engagement and satisfaction by providing unwavering behind-the-scenes support and direction.
- Grew attendance and profile of conference, expanding from 2- to 5-session concurrent tracks. Consistently received accolades for quality conference content and management.
- Boosted conference revenue by introducing new revenue-generating events, including networking lunches, simulcasts, and focus groups.
- Added additional non-dues revenue stream by restructuring publisher contract and partnering with aligned organizations to provide income-producing vehicles, such as webcasts, professional books, and member fundraising campaigns.

Program Director | 2005–2008. Hired to develop fundraising program and plan annual conference. Directed logistics, committee management, educational programming, marketing, fundraising, and process to obtain continuing medical education (CME) credits for conference. \$210K conference budget.

- Overhauled conference planning process to meet CME requirements and attract top talent to attend conference.
- More than doubled conference attendance from 200 attendees to well over 500 attendees during tenure.
- Awarded three multi-year National Cancer Institute grants in support of the conference.

INTERNATIONAL SOCIETY FOR PRENATAL CARE | 2005–2014

Multidisciplinary global medical and scientific professional society. 400+ members | \$530K budget.

Program Director. Selected to on-board and provide professional management for informally structured organization. Built trust among international members and conference attendees. Managed scientific program committee, marketing, finances, and member communications. \$360K conference budget.

- Established profitable international conference that grew from biennial to annual to accommodate increased attendance.
- Adapted conference procedures and marketing efforts to meet varying needs of cross-cultural/international business.
- Successfully on-boarded society leaders, built procedures, wrote policies, and secured society's 501(c)(3) status.

Early career includes serving as managing editor for **National Research Association**, researcher for **Ms. Magazine**, and researching and developing contacts for first Reaching out across Movements (ROAMs) for the **Third Wave Foundation**.

Education

B.A., University of Pennsylvania, Philadelphia, PA