

# ALLISON J. RICH

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## AREAS OF EXPERTISE

- Association Management
- Strategic Planning
- Customer Service
- Journal / Publishing Management
- Relationship Management
- Fundraising
- Government Affairs
- Public Policy
- Marketing
- Expense Control
- Business Start Up / Turnaround

## CHIEF EXECUTIVE OFFICER

*“Driver of organizational growth & change in multidisciplinary environments.”*

**BUSINESS TURNAROUND | REVENUE & PROFIT GROWTH | STRATEGIC DIRECTION | MENTORING & STAFF DEVELOPMENT**

Passionate leader with innovative ideas and commitment to furthering the professional and personal development of future leaders. Respected executive offering high-caliber management qualifications as evidenced by a results-charged career. Expert in identifying opportunities or creating them from a seed concept. Effective in high-profile roles, making high-stakes decisions, and gaining trust and consensus from key decision makers.

## EXECUTIVE LEADERSHIP

**International Society for Pharmacological Research, Cleveland, OH**

**2002 to present**

*The International Society for Pharmacological Research (ISPR) is committed to promoting and advancing scientific research of human pharmacology for the benefit of patients and society. The Society is the 3<sup>rd</sup> largest scientific and professional organization serving the discipline of pharmacological research.*

### CHIEF EXECUTIVE OFFICER

Challenged in executive leadership role to spearhead transformation of small-scale organization to a modern, best-practice association.

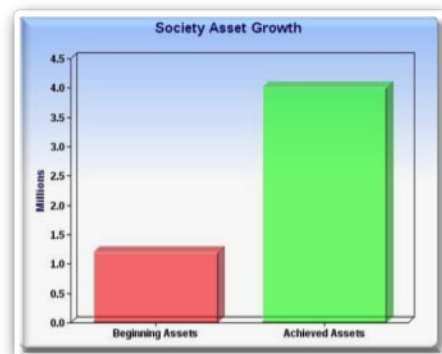
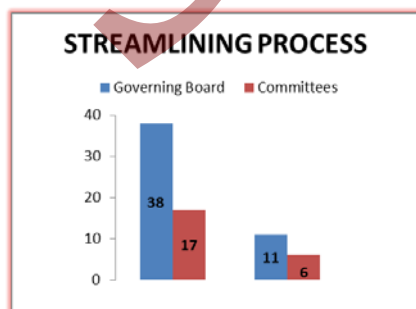
- Serve as trusted advisor to board of directors; integrally involved in identifying, engineering, and steering the organization’s strategic direction.
- Direct objectives and oversee execution of top-rated scientific journal and leading scientific education conference.

### SNAPSHOT

- Serve as organization lead for international society with 1,900 members and \$4 million budget.
- Report to President / Board of Directors.
- Manage internal / cross-functional and outsourced / consulting teams comprising ~ 16 individuals.

## PEAK LEADERSHIP AND REVENUE SUCCESSES

- ☑ **Utilized talent for relationship management** to foster beneficial alliances with federal agencies and international colleague organizations.
- ☑ **Pioneered streamlining initiative** for governing board and committees. Led board self-assessment to determine strategy; reduced governing board from 38 to 11 and committees from 17 to 6.



- ☑ **Propelled society’s total asset growth** by 300% (\$1.2 million to more than \$4 million).

**PEAK LEADERSHIP AND REVENUE SUCCESSES CONTINUED...**

- ☑ **Revamped exhibit program, introduced new sponsorship program, and championed revenue growth initiatives** that substantially boosted non-dues remuneration (from \$235,000 to more than \$2.5 million annually).
  - Enhanced advertising and journal-related revenues.
  - Initiated member fundraising planned giving program, developed online giving, and created donor recognition program.
  - Led negotiating team for publishing contract and the purchase of *Pharmacology Today* journal; managed editors, publisher, and staff transitions.



**American Association of Medical Executives**

(Subsidiary of International Hospital Organization), Miami, FL

**1995 to 2002**

*The American Association of Medical Executives (AAME) is the national organization of physicians who design, facilitate, and manage care. The organization provides leadership, professional development, advocacy, and research to advance medical practice and patient care, promote physician leadership excellence, and shape public policy for health care.*

**DIRECTOR, FEDERAL RELATIONS & POLICY**

Recruited to establish Miami office for Cleveland-based organization and to define role as subsidiary's first employee lobbyist / policy director.

**SNAPSHOT**

- Reported to Chief Executive Officer.
- Served in leadership role of 3,300-member organization with a \$2.8 million operating budget.

**NOTEWORTHY CONTRIBUTIONS**

- ☑ Consistently increased funding for National Institute of Medical Research; achieved AAME's top legislative. Spearheaded PAC fundraising efforts; strengthened top level of giving by board members and bolstered annual member contributions.
- ☑ Partnered with board task force to successfully launch AAME Institute for Patient Care Research and Education (501 [c][3] foundation), planned and actualized profitable inaugural fundraising activities.



**Earlier Career:**

**American Medical Directors Association, POLICY ANALYST / PROGRAM ADMINISTRATOR**  
**Ohio Nurses Association, ADMINISTRATIVE COORDINATOR**

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**Master of Public Administration, Ohio University, Athens, OH**  
**Bachelor of Science, Business Administration, Princeton University, Princeton, NJ**  
**Certified Association Executive, American Society of Association Executives**

**PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS**

**American Society of Association Executives (ASAE)**  
**Council of Scientific & Engineering Society Executives (CESSE)**  
**American Association of Medical Society Executives (AAMSE)**