

## **STATEMENT OF PURPOSE: PAUL POMERANTZ**

I have dedicated my career to the profession of association leadership, mostly in the medical sector. I am passionate about associations, their missions, their people, and those they serve. The work of associations is vital to our communities, the nation, and the world. In the United States there are an estimated 60,000 associations employing more than 200,000 people. We help advance virtually every profession, every trade, and every sector of our economy through continuing education, standard setting and certification, support for public health and safety, advocacy, and the facilitation of innovation. As an industry we address some of the most challenging issues of our society, including public policy/ workforce development, economic opportunity, and health care access. Associations have been around almost as long as human beings, and they have flourished throughout US history. Alexis de Tocqueville observed that associations, as a defining characteristic of American society, help achieve collective goals and facilitate civic engagement.

Despite its importance, association management faces many challenges in the form of societal turbulence, economic pressures, new competitors, and rapid technological change. Many boards and their staffs are unprepared, stretched beyond their capacity, and often in conflict. My greatest concern is for association executives, a relatively new profession that is often caught between the business of running an association and its cultural and political context. It's a rewarding but challenging profession, requiring my colleagues to work on a nearly 7-days-a-week basis. I have seen too many talented execs lose their positions or burn out.

In 2024 I transitioned from a full-time chief executive role, established a consultancy based on many years of first-hand experience in associations, and pursued certification in executive coaching as a natural complement to the consultancy. As a coach and consultant, I am dedicated to helping association leaders overcome barriers, unleash performance, and turn vision into achievement. I work with boards, their chairs, and their CEOs—collectively and individually--to help them excel in difficult roles and to turn conflict to collaboration, uncertainty to confidence, and challenge to purpose.

My clients now include those serving health care, manufacturing, energy, hospitality, entertainment, and the association industry itself.