

CHIEF INFORMATION OFFICER  
**EXECUTIVE PROFILE**



8735 W. Higgins Road, Chicago, IL 60631 • [www.connect2amc.com](http://www.connect2amc.com)

# ACHIEVE WHAT YOU BELIEVE

IS THE PROMISE WE MAKE TO EACH OF OUR CLIENTS.

For nearly 50 years Association Management Center (AMC) has built a solid reputation of trust and long-term dedication to clients. Our talented and experienced team is truly committed to our clients' missions, and our staff members take tremendous pride in supporting association partners achieve their strategic goals and business outcomes.

## AMC knows our partners' success depends on the strength of our staff.

We are recruiting for a Chief Information Office (CIO) to lead AMC's Information Technology team of professionals, be a member of AMC's Leadership Team, and operate in a multi-client environment that requires advancing client and AMC business goals. This position will join our dynamic and growing environment of more than 175 staff members. We are seeking a professional to lead and influence the company cross-functionally, collaborate with a broad range of stakeholders, and execute on an aligned and agreed-upon vision.

The CIO participates as a member of AMC's Leadership Team, in addition to guiding the work of the Technology Steering Committee, a representative group of leaders across AMC client and service teams.

AMC provides full-service management to more than 25 national and international organizations, representing more than 500,000 customers. We seek long-term relationships with our clients. Our very first client, the Association of Rehabilitation Nurses (ARN), joined us more than 4 decades ago and remains a committed partner today—a fact of which we are deeply proud.

We have built a reputation of integrity, transparency, and success by We offer a full array of services to our clients, including executive and administrative management, governance, information systems, finance, advocacy, certification, sponsorship and exhibits management, conference management, communications and marketing, and public relations.

AMC's Information Technology business strategy focuses investment in four key areas to advance client growth, corporate digital capabilities and revenue goals:

1. Customer Engagement – aligning client growth objectives with transformational technology and analytics to create robust products and services for customers
2. Revenue Generation - collaborate with clients to advance and accelerate revenue enhancing digital solutions
3. Operational Efficiency - automate business processes to assure efficiency of operations, data collection and financial management
4. Reliable & Secure IT Environment – continuing to drive economies of scale

Our IT team is structured to support the technology strategy and has a staff of 13, including offshore development resources across three teams: Innovation, Application Development and Operations. All staff hold relevant degrees, certifications and specialized training to perform optimally in their roles. They leverage their extensive expertise and best practices to help AMC and our association partners bring innovative technology to meet their missions.



# Chief Information Officer

## Position Summary

The CIO is responsible for creating and executing the AMC enterprise IT strategy and ensures alignment with client and corporate business goals. The CIO role operates in a multi-client environment that requires future vision and focus, enabling innovative solutions that advance client and AMC business goals. The role requires exceptional communication and customer relationship skills for internal and external partners.

As a member of the AMC Leadership Team (LT), the CIO will collaboratively review and analyze business performance, while also developing and measuring the progress of major initiatives in alignment with both short- and long-term strategic objectives and revenue goals. The Leadership Team is accountable for the business performance of AMC, as well as clients, staff and shareholder expectations and outcomes.

## Position Essential Responsibilities

- Leads the development & refinement of the enterprise IT strategy and roadmap; ensures its integration with AMC's strategic plan, and the resulting business strategy, plans and revenue goals.
- Provides strategic direction and oversight for the design, development, operation and support of IT systems and programs that fulfill the needs of the business including enterprise architecture management, innovation, portfolio development, application management, security and risk management, and infrastructure and operations management, entrusting actual execution of such initiatives to the IT senior team members and the rest of the IT staff.
- Directs the development of IT sourcing strategy and provides executive oversight for strategic vendor and partner relationship management by fostering collaborative partnerships with internal and external partners, including client account and service teams, external third-party solution providers and AMC Technology Steering Committee.
- Collaborates with LT and other executives to define and execute the digital business strategy – e.g. technology portfolios, web & data services, innovation, application development. Participates in and contributes to the assessment of external digital opportunities and threats, and internal technology capabilities required to achieve desired competitive positioning.
- Informs, educates, and guides colleagues and strategic partners to advance strategic business goals in innovative and cost-effective ways.
- Develops and oversees annual operating and capital expenditure budget for IT to ensure it is consistent with overall strategic objectives of the enterprise and is within plan.
- Leads the Technology Steering Committee, comprised of client and service team partners for enterprise planning and policymaking needs, including development of technology standards, governance processes and performance metrics to ensure IT delivers results to the enterprise
- Develops, leads, and maintains an IT workforce with the appropriate mix of business knowledge, technical skills and competencies that optimizes balance between achievement of digital business solutions and ensuring infrastructure and

systems continue to support safe, secure data and business functions and processes.

- Provides skilled leadership and exceptional communication skills in coaching and directing the IT staff and directly manage senior IT staff.

## Reports to this Position

Senior level IT staff direct reporting relationship. Responsible for the IT Team.

## Qualifications

- Bachelor's degree in Computer Science, Information Systems, Business Administration or related field is required. Master's degree is preferred.
- Minimum 8+ years of leadership experience in IT field.
- Proven performance in account management in multi-client environment, leading cross-functional teams and enterprise-wide initiatives.
- Experience working with Associations or not for profit organizations is a plus.
- Portfolio management experience a plus, as well as general knowledge about AMS systems, infrastructure and applications development.
- Demonstrated experience in IT strategic planning.
- Strong leadership skills with a proven track record of solving complex problems.
- Strong consensus builder with an ability to work collaboratively in a team setting.
- Commitment to innovation, creativity, and teamwork.
- High degree of professionalism, self-motivation, ethics, judgement, and prudent decision-making abilities.
- Commitment to company values.

## Disclaimer

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

**To apply, visit [connect2amc.com/careers](https://connect2amc.com/careers) and click "current openings."**



Steve Smith



Clay Baznik



Dave Bergeson



Karen Kramer



Mike Norbut



John Ozga

## Leading the Future

AMC's Leadership Team guides the strategic direction of our company and clients. The team's primary focus is on full-service management and strategic consulting opportunities that leverage our expertise.

The team's efforts are guided by a strategic plan that was introduced to the company in 2019. Each member of the leadership team has responsibility for different strategic objectives. The objectives align with goals in four domains and support AMC in achieving its vision: To perpetuate AMC as a healthy, thriving, and esteemed association management company.

The four main goals of the strategic plan include the following:

- Our clients and customers: AMC provides the expertise, resources, and information through caring partnerships to foster client growth and improve client financial health and performance.
- Our people: AMC cultivates a high-performance culture by hiring, developing, and retaining top talent.
- Our services: AMC fosters customer intimacy by offering unique and innovative services to achieve clients' strategic business goals supported by responsive staff, processes, structure, and technology.
- Our performance: AMC will enhance its financial performance and operational processes to assure long-term business viability and continuity.

## Our Leadership Team

AMC was founded on the core values of caring, mutual trust, and respect. AMC's culture makes a difference that is far reaching and enduring. AMC's Leadership Team guides the strategic direction of our company and clients.

The team includes

- Steve Smith, CEO
- Clay Baznik, Chief Experience Officer
- Dave Bergeson, Vice President of Client Relations
- Karen Kramer, Vice President of Human Relations
- Mike Norbut, Vice President of Business Development
- John Ozga, Chief Financial Officer
- Chief Information Officer

## AMC's Healthcare Focus

The vast majority of AMC's clients are healthcare associations. Our focus on the healthcare sector offers several key benefits to our clients:

- Knowledge of key trends in the field: From scope of practice challenges to quality initiatives, AMC staff members have already led generative discussions with association leaders on important issues likely to shape the future of medicine and association membership.
- Specialized expertise: With AMC's skills and experience, our healthcare clients have developed specialized certifications, secured grants to fund new initiatives, and strengthened their continuing medical education (CME) portfolios with advanced content.
- Successful track record with healthcare leaders: Our ability to pair AMC's business expertise and association management knowledge with the subject matter expertise and ideation power of our boards have led to key innovations and strong partnerships overall. Moreover, AMC's recognized expertise in governance consulting and leadership development has proven to be an asset to our clients, especially healthcare association board members who apply the same leadership principles to their hospital and practice settings.
- Strong partnerships among IT, the client and other AMC teams has led to outcomes of generating non-dues revenue and efficiencies resulting in cost reductions, such as a formal technology assessment of an AMS/LMS solution that resulted in website management flexibility, improved content to drive user engagement, an easily accessible database, and an LMS that provides digital content offerings and automated certificate creation.



## A Culture Dedicated to Thought Leadership

AMC's staff are the best of the best in association management. Our staff's passion for their professions is evidenced by their involvement in many of the professional organizations that lead the industry, including the American Society of Association Executives, Professional Convention Management Association, AMC Institute, Association Forum of Chicagoland, Meeting Professionals International, Association Media & Publishing, the American Marketing Association, BoardSource, International Association of Exhibitions and Events, Institute for Credentialing Excellence, and Certification Network Group.

Chicago is home to thousands of associations, making it a rich environment for association management professional development. Whether it is sitting on a board of directors, participating in a committee, speaking, or writing an article on best practices, our staff are true industry thought leaders. In fact, we are so proud of our thought leaders, we started a blog in 2014 to showcase some of their contributions. Engaging in professional organizations allows our staff to stay abreast of best practices and future trends in the association industry and to develop innovative solutions to serve our association partners. Our staff members are also innately aware of the challenges volunteer leaders face because they are volunteer leaders themselves.

AMC's commitment to excellence is at the foundation of who we are, and we actively support and encourage our staff to gain certification in their area of specialty. The Certified Association Executive (CAE) credential is greatly respected by the association profession and 19 of our AMC leaders have achieved this status. The CAE is the highest professional credential in the association industry, and less than 5% of all association professionals have earned the CAE.

One of things we are most proud of at AMC is our culture. We foster an environment in which all of our staff are encouraged to grow their skills and expertise and to grow both professionally and personally. Our staff engagement and passion sets us apart. Our team's positive perceptions of AMC helped us earn a spot on the list of Best Places to Work in Illinois four times in the past 6 years. Our Gallup Q12 Employee Engagement Survey results put us in the 89th percentile.

### Our Top 5 Blog Posts for Association Professionals

1

#### CAE Process Reflections

Planning to sit for your CAE? Learn how to boost your chances for success.

2

#### 5 Virtual Meeting Lessons Learned

From managing hundreds of virtual speakers to creating opportunities for attendees to engage and connect, you'll want to keep these real-world tips in mind.

3

#### Scrum: Build Teamwork and Drive Results

AMC is successfully using Scrum to incorporate iterative development into IT projects.

4

#### Don't Burn the Furniture, Please

Success isn't measured by the extent to which you had to dip into reserves. Don't burn the furniture to avoid using your reserves to further your mission during challenging economic times.

5

#### 7 Common Grammar Faux Pas

Don't let these common and minor mistakes turn into embarrassing errors in the minds of your readers.

# Helping Associations

# Achieve What You Believe

## Take a Look Inside AMC



### ▲ Employee-driven initiatives

AMC engages staff from throughout the company in initiatives that empower them to improve our workplace and the services we offer our clients.

### ▼ Designed to foster creativity

Floor-to-ceiling whiteboards encourage brainstorming and display walls make it easy for AMC staff to share design visions and marketing concepts.



### ▶ Network of executive support

AMC's executives regularly discuss issues and opportunities with one another. Any problem they might encounter has probably been successfully navigated by a colleague down the hall!



### ▼ Giving back

AMC supports our clients' missions not just through the work we do but by helping nonprofits associated with their fields. Among this year's efforts were diaper and book collections and a penny war and 5K team (below) for pediatric patients with brain tumors.



### Robust technology

AMC offers a portfolio of software solutions to offer integrated capabilities to optimize member and customer experiences, in addition to e-commerce capabilities. These include select software solutions for AMS data management, meeting registration, product sales, financial tracking, certification and CME, e-mail marketing, abstract collection, networking communities, and e-commerce.

## A Place That Reflects Our Culture and Clients

AMC's modern and bright space was thoughtfully designed to inspire staff and visitors, including collaboration, engagement, and the warm hospitality that visiting client partners receive. AMC's office is a comfortable place for staff work. Employees also appreciate the ability to work effectively from a remote environment. Currently through 2021, staff have the flexibility to work 100% remote or in a hybrid environment. Long-term, AMC will provide a flexible, hybrid work environment that offers a blend of in-person and remote work options.

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### ▶ Staff development

While staff are responsible for their own careers, AMC nurtures their advancement by offering opportunities for continuing education and professional growth. In addition, all staff have an opportunity to take the StrengthsFinder assessment to ascertain the unique skills they bring to their work, teams, and clients.

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### ▲ Dedicated people

AMC's staff passion for their profession is evidenced by their involvement in many of the professional organizations that lead the industry, including ASAE, Association forum of Chicagoland, AMCI, and many more.

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### ▲ Thought leadership

AMC's thought leaders speak and publish on a variety of topics in the field, and our company often hosts educational events for the association community.

