

# David Ehrlich

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## SUMMARY

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Experienced non-profit/association executive director with skills in governance, organizational strategy, operations, relationship building, event planning, membership engagement, volunteer management, and educational program development.

## CERTIFICATIONS

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Certified Association Executive (CAE) – **ASAE – The Center for Association Leadership**  
Certified Meeting Professional (CMP) – **Events Industry Council**  
Certified Professional in Talent Development (CPTD) – **Association for Talent Development**  
Certified Nonprofit Professional (CNP) – **Nonprofit Leadership Alliance**  
Professional in Human Resources (PHR) – **HR Certification Institute**  
Diversity, Equity, and Inclusion in the Workplace Certificate – **University of South Florida**  
Office Specialist in Word, Excel, PowerPoint, Access and Outlook – **Microsoft**

## EDUCATION

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Master of Public Administration (Educational Administration) – **University of Michigan**  
Bachelor of Business Education (Marketing Education) – **Eastern Michigan University**

## PROFESSIONAL EXPERIENCE

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### **Chief Client Relationship Officer and Executive Director at Barcami Lane (2022 – Present)**

- Serve as the chief client relationship officer or chief executive officer for assigned clients.
- Build and maintain professional relationships with the client's board, volunteers, and members.
- Provide professional counsel to the client's board of directors.
- Proactively provide leadership support, actively bringing new ideas and best practices to clients.
- Manage and administer, on a day-to-day basis, the operations and general affairs of assigned clients.
- Oversee all programs and manage projects to ensure targets, deadlines, and financial goals are met.
- Plan and direct the work of client team (meeting planners, program coordinators, and other staff).
- Contribute to formulating and updating client policies, processes, and procedures.
- Partner with the client to develop agendas and materials for board and executive committee meetings.
- Attend and actively participate in all board and executive committee meetings.
- Proactively execute board decisions and implement tactics to achieve objectives.
- Assist clients in the strategic planning process and implementation of the plan.
- Develop and lead annual board orientation and committee orientations.
- Serve as a staff liaison to assigned clients' committees, task forces, and other workgroups.
- Assist clients with leadership development activities and administer elections processes.
- Plan and manage all aspects of in-person and virtual events, including budgeting, venue selection, contracting, food and beverage, audiovisual, speakers, room layouts, overnight room blocks, exhibit hall and tradeshow logistics, and marketing.
- Develop and implement membership initiatives and marketing plans to sustain and grow membership.
- Actively lead membership recruitment and retention efforts.
- Actively lead efforts to recruit sponsors and corporate supporters.
- Oversee the management of the association's membership database.
- Manage the finances for assigned clients in partnership with accounting team.
- Develop annual budgets with input from staff and volunteers.
- Establish and implement marketing plans that include web, email, print, and social media.

### **Director of Education at NTEA – The Association for the Work Truck Industry (2017 – 2022)**

- Led research efforts to identify industry trends and education needs.
- Designed and delivered comprehensive learning and development strategy to support initiatives.
- Responsible for content development and management of educational programs at association events.
- Determined internal training needs through needs analysis and identified training opportunities.
- Led cross-functional educational content planning group and manages multiple direct reports.
- Evaluated and recruited speakers for association events while managing contracts and expectations.
- Utilized survey evaluation instruments to assess quality and effectiveness of educational activities.
- Developed and organized educational materials and multimedia visual aids.
- Online course instructional designer and learning management system (LMS) system administrator.
- Developed and facilitated monthly webinar series and staff microlearning sessions.
- Served as staff liaison to education committee and workforce development task force.
- Developed and monitored departmental budgets with consideration for specific projects and programs.
- Responsible for the implementation and adherence to the IACET CEU Accredited Provider program.
- Oversaw the development of an individual credentialing program.
- Represented and promoted association at industry events and through on-site member visits.
- Developed innovative growth strategies focused on developing mutually beneficial relationships and alternative revenue streams.
- Drove a culture of teamwork, innovation, and collaboration.

### **Career and Technical Education Director (2012 – 2017)**

### **Nonprofit Consultant – Operational/Fundraising/Events (2010 – 2021)**

### **Secondary Business and Marketing Teacher (2004 – 2012)**

### **Outside Sales Representative (1999 – 2004)**

### **VOLUNTEER ENGAGEMENT (PROFESSIONAL/PERSONAL)**

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- ASAE – Component Relations and Volunteer Management Professionals Advisory Committee Member
- ASAE – Individual Honors and Gold Circle Awards Reviewer
- MBA Research – Corporate Advisory Council Member
- DECA Inc. – National/State Online Competition Judge
- Michigan DECA/Collegiate DECA – Competitive Event Judge/Event Coordinator
- Virtual Enterprises International – National/State Online Competition Judge
- IACET – Board Member and Member of Governance/Finance/Awards Committees
- Boy Scouts of America – National Committee Member and Local Council Volunteer/EAGLE SCOUT
- Michigan Marketing Educators – Board Member/Treasurer
- 100+ Millennials Who Care – Founding Board Member

### **PERSONAL INTERESTS**

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- Travel – have visited 50 out of 50 states
- Travel – have visited 202 out of 424 national park sites
- Bourbon – completed the Kentucky Bourbon Trail and Kentucky Bourbon Craft Tour
- Bourbon – hold the “Executive Bourbon Steward” certification
- Reading – latest book “Governance as Leadership – Reframing the Work of Nonprofit Boards”