

# ANTHONY D. VEROEVEN

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## PROFILE AND OBJECTIVE

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Experienced and dynamic association professional with an excellent array of skills seeking Chief Executive Officer position. Accomplished strategy-minded leader with the ability to build consensus with all stakeholders of trade associations. Focused on relationship building to increase membership and retention.

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## HIGHLIGHTS

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- Innovative
- Team builder
- Nonprofit board service
- Decisive
- Rapport builder
- Deep understanding of association management

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## EXPERIENCE

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### AMPED ASSOCIATION MANAGEMENT

Madison, WI

#### Association Professional

03/2015 to Current

- Conceived, led and presented membership analysis to board which led to identification of growth opportunities
- Contributed to increase in retention of four percent over two years with 1:1 calls and visits
- Built solid relationships with board members, members, OEMs, distributors, and media
- Led strategic communications in blogging and podcasting
- Demonstrated excellent presentation skills and positive board and member relations

#### *Key Accomplishment:*

Led marketing team to increase online buyers guide revenue by 141% and traffic by 400% in three years. Buyers guide contributed to four percent increase in retention

### OMNIPRESS

Madison, WI

#### Account Manager and Social Media Product Manager

09/2006 to 03/2015

- Managed portfolio of 40 association accounts totaling \$1.35M; Created and executed strategic marketing and sales plan to develop new market; resulted in 39% increase in annual portfolio revenue; Strong relationships resulted in 97% retention rate of new and existing accounts
- Launched and co-hosted podcast focusing on continuing education and professional development
- Managed team to develop and launch SaaS product geared for conference attendees. Led sales and marketing efforts, which generated \$250,000 in revenue in first year
- Developed and executed marketing plan to raise awareness of product through webinars, presentations, conference speaking opportunities, blogging, and social media outlets
- Managed and fostered online community from zero to 1,000 members in one year

#### *Key Accomplishment:*

Collaborated with staff, bloggers, and supplier partners to plan, create, and execute an impromptu "unconference" in 36 hours, after ASAE canceled its Tech Show after three feet of snow fell in February 2010 in Washington, DC

### MITINET, INC.

Madison, WI

#### Sales Consultant and Marketing Coordinator

01/2001 to 05/2006

- Created strategy to fill marketing pipeline by submitting to calls for presenters at conferences, then speak as subject matter expert on MARC databases and library cataloging
- Increased lead generation by 25% each year

#### *Key Accomplishment:*

Increased customer support subscriptions 45% in two years by initiating and leading a 25-person outbound call center; conducting user group meetings at librarian conferences

## **BOSS INTERNATIONAL**

Middleton, WI

### **Sales Manager and Senior Account Manager**

01/1996 to 01/2001 and 05/2006 to 09/2006

- Trained, supervised, mentored account managers to sell high tech engineering software to engineers, hydrogeologists and master planners
- 95% of revenue originated from prospecting
- Above average scheduler of nine demo appointments per week with chief engineer

#### *Key Accomplishment:*

Consistently achieved the highest sales-closing rate (40%) among fellow account managers

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## **VOLUNTEER WORK**

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### **AMERICAN MARKETING ASSOCIATION, MADISON CHAPTER**

Madison, WI

#### **VP of Volunteers and Membership**

11/2014 to Current

- After four months of communications volunteer work, invited by several directors to join the board
- Contributed to 10% membership retention with 1:1 coffee relationship-building meetings when onboarding new members

#### *Key Accomplishment*

Increased sponsorship by 12% in first year as board member

### **WINDSOR CUB SCOUT PACK 155**

Windsor, WI

#### **Pack Committee Chair and Cubmaster**

09/2013 to 12/2016

- Stabilized public relations issues with parents, area school district, and community leaders after a PR crisis
- Created public relations strategy and developed relationship with local newspaper to elevate and improve profile
- Created strategy to improve communications with 40 families, including email automation and social media
- Recruitment efforts increased 2014 membership by 15%

#### *Key Accomplishment*

Oversaw increase of budget by 20% in two years

### **SUN PRAIRIE SOCCER CLUB**

Sun Prairie, WI

#### **At Large Board Member**

06/2009-06/2011

- Oversaw merger of two local youth soccer clubs
- Formed new organization and built relationships with parents, coaches, school district and parks department

#### *Key Accomplishment*

Created parent advisory group (committee) to ensure parents had input and influence with board

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## **EDUCATION**

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### **BACHELOR OF BUSINESS ADMINISTRATION: MARKETING**

2014

**Edgewood College, Madison, WI**

Graduated Summa Cum Laude

**References available on request**