

Alan R. Shark, D.P.A., CAE

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PROFILE

Recognized for outstanding leadership in all facets of nonprofit management, technology leadership for corporations, governmental agencies, policy formulation, and advocacy; regulatory and congressional. Highly effective communicator, distinguished public speaker and writer, exceptional track record for taking organizations to the next level. Extensive experience working with boards of directors in consensus building, strategic visioning and planning as well as national and international program development. Proven track record in fiscal and operational management at all levels, strong staff motivator; utilizing the latest technologies to gain competitive advantages.

PROFESSIONAL HISTORY

Executive Director, Public Technology Institute, (PTI), Washington, D.C. 2004 – present. Recruited to provide high-level strategic action planning and re-positioning and the re-inventing of PTI and to actively manage staff resources more effectively. Serves as visible thought leader regarding the present and future use of technology for local governments and foster a stronger relationship with the corporate community. Responsible for creating and developing new cutting-edge products and services utilizing the latest in technology. Serve as profession/industry spokesperson.

Accomplishments:

- Revitalized all areas of existing and new programs and services.
- Developed corporate strategy that has enabled PTI to move to positive cash flow.
- Restructured dynamic governance structure for more effective decision-making.
- Created comprehensive internal management reporting and information systems.
- Conceived and developed state-of-the-art web-based training & information services.
- Initiated global forum information technology leadership exchange process.
- Tripled trade show participation.
- Created innovative and expanded Awards & Recognition programs.
- Created national media strategy leading to a 300% increase in coverage.

President & CEO, American Mobile Telecommunications Association, (AMTA), Washington, D.C. 1991 – 2004. Also founder and President and CEO of the International Wireless Telecommunications Association, (IWTA). Served as industry spokesperson to the FCC, Congress, and international forums; promoted and developed industry policies, strategic planning, and restructuring organizational finances, image, and corporate capabilities. Brought AMTA out of functional bankruptcy and successfully positioned it for growth and greater visibility.

Accomplishments:

- Developed corporate strategy that enabled AMTA to double revenue and move to positive cash flow, with reserves in 18 months.
- Restructured and rebuilt governance structure for more effective decision-making and communication.
- Created new and award-winning products and services.
- Conceived highly successful media and lobbying campaigns; quoted near weekly in trade press.

Associate Executive Director, Marketing & Communications, Water Environment Federation, (WEF), Alexandria, Virginia. 1987 to 1991. Responsible for strategic marketing for all association-wide membership, public information, public education, book and magazine publishing and production, advertising, international marketing, corporate communications. Responsible for promoting and planning for programs achieving \$6.5 million in revenue, provided leadership to a division of 31 staff. Also served as Publisher.

Director of Marketing, North American Telecommunications Association, (NATA), Washington, D.C., 1986. Responsible for all association-wide marketing and strategic planning. Developed marketing plans and new programs/services.

Vice President for Marketing & Communications, American Resort Development Association, (ARDA), Washington, D.C., 1984 to 1986. Responsible for all association-wide marketing and communications, as well as launching aggressive membership and retention programs.

Vice President for Marketing, Voice Computer Technologies Corporation,(VCT), Arlington, Virginia, 1982 to 1984. Developed and implemented highly successful marketing plan, positioning VCT as one of the best known computerized voice response systems in the education marketplace.

Director of Research & Information Services, National School Boards Association, (NSBA), Alexandria, Virginia, 1981 to 1983. Responsible for marketing services, publications, and products to school leaders nationally. Developed highly successful grants program and award winning publications.

Director of Programs, Association of Governing Boards of Universities and Colleges, (AGB), Washington, D.C., 1976 to 1980. Developed and implemented executive training programs for college and university presidents and trustees. Produced films and slide shows. Planned and managed all meetings and conferences.

Coordinator, State and Organizational Relations, American Association of State Colleges and Universities,(AASCU), Washington, D.C.,1974 to 1976. Responsible for improving relationships among public and citizen action groups.

AWARDS & RECOGNITION

- 2008 Elected Fellow, National Academy of Public Administration
- 2005 Outstanding Alumni Award, Baruch College
- 2003 Inducted as Fellow, Radio Club of America, Class 2003
- 2002 Inducted as ASAE Fellow, Class of 2002
- 1999 Appointed to Technical Advisory Board, World Marketing Research Center, London
- 1996 ASAE Communications Section Award of Excellence
- 1991 Appointed to the ASAE Foundation Board.

- 1989 Excellence in Communication Award, Greater Washington Society of Association Executives.
- 1988 Future Leader, Class of '88, American Society of Association Executives.
- 1987 Excellence in Education Award, Greater Washington Society of Association Executives.

CERTIFICATION

CTM, Certified by Toastmasters International.

CAE, Certified Association Executive, ASAE, (re-certified 7 times since 1980).

EDUCATION

- 1998 to 2001 D.P.A. Degree, Doctorate in Public Administration, University of Southern California.
- 1973 to 1976 M.P.A. Degree, Bernard M. Baruch College.
- 1971 to 1973 B.B.A. Degree, Bernard M. Baruch College, Major: Business and Public Administration.
- 1969 to 1970 A.A.S. Degree, Staten Island Community College, Major: Business Administration, with Honors.

MEMBERSHIPS

American Society of Association Executives (ASAE)
American Society for Public Administration (ASPA)
Federal Communications Bar Association (FCBA)
Radio Club of America

MILITARY SERVICE

- 1966 to 1969 U.S. Navy Seabees, Honorable Discharge, Vietnam (two mandatory tours)