

Susan Sarfati BIO

A Transformational Leader with Vision

Susan Sarfati is CEO of High Performance Strategies, LLC, a consulting and speaking firm focusing on growing leaders and organizations that stand tall.

She was President and CEO of the Greater Washington Society of Association Executives, the founding President and CEO of The Center for Association Leadership and Executive Vice President of the American Society of Association Executives (ASAE) until September 2008, after beginning her management career in 1980. She also was employed at the U.S. Chamber of Commerce in prior years.

Susan is known for visionary leadership, innovation, creativity and high performance. She has a track record of success in launching and growing highly evaluated and profitable learning experiences through the design, development, marketing and delivery of hundreds of workshops, seminars, conferences, study missions and special events.

She is an acknowledged expert in creating high performance organizations, lucrative relationships and outcomes through collaborative leadership efforts with board members, volunteers, members and other stakeholders, with a focus on customer service strategies and effective culture development within organizations.

She is a frequent speaker and consultant on leadership, management, governance, marketing, operations, customer service, sustainability, women's issues, high performance organizational strategies, and innovation.

Whether it is creating a 13-year speakers series at the John F. Kennedy Center for the Performing Arts in Washington, DC that presented hundreds of speakers who are the world's top leaders and most accomplished personalities in all fields of endeavor, or launching a \$5 million Center for Association Leadership, Susan is at her best when looking forward to a world of untapped opportunities by creating them.

Business guru Tom Peters calls Susan one of the most original thinkers and executives. "If I was named to advise an organization, my first initiative would be that I demand a new CEO spend time with Susan."

She has been a powerful advocate for pushing boundaries and exceeding expectations, delivering hundreds of highly evaluated programs, speeches and authoring many articles on all aspects of leadership, visionary thinking, customer service, organizational strategies, alliance-building, fundraising, and more.

Many organizations have recognized Susan for her excellence and outstanding accomplishments throughout her career.

She was named Nonprofit Times Executive of the Year for her forward-thinking and creative leadership. Destination Marketing Association International recognized Susan with its prestigious Spirit of Hospitality Award for her distinguished service to the meetings and hospitality industries. Meeting News named her one of the 25 most influential people in the meetings industry.

Susan shares her time and talent by also volunteering for leadership roles. She recently accepted an invitation to serve on the prestigious board of directors of the Foundation for the Malcolm Baldrige National Quality Award which identifies and honors outstanding companies that adhere to principles and

practices demonstrating excellence.

She currently serves on the board of American Forests and was an inaugural member of the Kogod Advisory Council for the Kogod School of Business at American University.

Susan also served on the Association Committee of 100 of the U.S. Chamber of Commerce. She was a long time executive committee and board member of the Boys & Girls Clubs of Greater Washington and was selected to be a member of Leadership Washington, an initiative focused on making the nation's capital a better place for all people.

Susan was also honored by being invited to become a lifetime member of the International Women's Forum, an organization of preeminent women of significant and diverse achievement including Hillary Rodham Clinton and Sandra Day O'Connor.

Recently she was named by Women of Wealth magazine as one of the top 99 mentors in the country and honored by ASAE with their first Lifetime Achievement Award.

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