



### Background:

Bryce brings extensive AEC industry expertise, having worked in various roles since 2013. Since joining AOE in 2023, she has dedicated over 100 hours to training toward earning the Certified Association Executive designation. Through her leadership, Bryce ensures the successful execution of project initiatives, prioritizing alignment with strategic objectives and operational excellence across all managed associations. Her expertise plays a pivotal role in driving the success and sustainability of AOE's association management services.

## BRYCE BARKER

DIRECTOR OF ASSOCIATION  
MANAGEMENT SERVICES • AOE

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### Her Role at AOE:

Bryce plays a critical role at AOE as the Director of Association Management Services, where she is responsible for the management and oversight of AOE's association management portfolio. Her duties include strategic planning, project management and ensuring the efficient operation of each association's business line. With a sharp focus on operations and strategic vision, she acts as the key liaison between AOE and association staff/board members, fostering effective communication and collaboration to achieve organizational goals.

She is dedicated to creating cohesive marketing strategies and membership initiatives that align with each association's goals. She ensures the implementation of industry best practices across campaigns, communications and member engagement efforts, bringing a deep understanding of how to foster growth, enhance member value and elevate organizational presence across diverse platforms.

Currently, AOE manages a diverse range of associations, including Post-Tensioning Institute (PTI), Concrete Foundations Association (CFA), Slag Cement Association (SCA) and Great Lakes Cement Promotion Council (GLCPC). Additionally, Bryce serves as the Executive Director for GLCPC, overseeing all activities to ensure its continued growth and success.

### Her Skills Include:

- Strategic Planning
- Project Management
- Marketing Strategy Development
- Membership Engagement
- Communication Skills
- Campaign Management
- Problem-solving
- Time Management
- Governance Expertise

### Education and Designations:

- Certified Meeting Professional, Events Industry Council – 2019
- B.S. in Tourism, Hospitality and Event Management, Indiana University – 2016
- JasperAI Certified – 2024
- Currently taking ASE Leadership Certification Course
- Currently working toward Certified Association Executive (CAE) designation

