

Memberships:

- American Concrete Institute: Member of Board of Direction 2015-17; past chair of Marketing Committee; past member of the Financial Advisory Committee, International Communications Committee Task Group, Global Marketing Research Task Group, Awards Task Group, Branding Task Group, Membership Committee, and Communications Platform Task Group; as well as participant in the 2013, 2019 and 2025 Strategic Planning Task Groups; Chair of the 2023 Task Group on Artificial Intelligence; Member of 2024 Task Group 2040; Member of the 2026 Task Group on Communication and the 2026 Task Group on Committees
- 40 Under 40 Distinction from Columbus Business First, Class of 2005
- Graduate and past Board member of Leadership Dublin (2003) and Leadership Dayton (1996)
- University of Arizona Alumni Board Steering Group (member); Wildcat Mentor society (volunteer and named 2021 Mentor of the Year); School of Journalism Steering Committee (member)
- Past President; Secretary and President of Rotary Foundation
- Certified Yoga Teacher and Founder of Find Your Edge Yoga, LLC Yoga Teacher Training School

College Professor/ Curriculum Consultant:

More than 15 years of experience teaching in higher education as an adjunct professor and/or lecturer in marketing, operations and business. Currently holds Adjunct Professor position at the University of Wisconsin MBA Program. In addition to teaching, has experience writing curriculum for both Columbus State and McGraw-Hill's adult education program.

aoe
Advancing Organizational Excellence

KIMBERLY KAYLER

PRESIDENT • AOE
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Background:

Kimberly has extensive experience leading teams and building expertise in professions related to marketing, association management and other consulting services. She started her career in marketing roles for two separate engineering firms before building her consulting experience as an account executive with a full-service advertising agency. These experiences helped Kimberly realize her vision for Constructive Communication, Inc., a marketing consultancy she started in 2001 with a specific niche serving professional service and business-to-business technical firms. The firm specialized in marketing strategy, public relations, crisis communications and social media for 16 years and was well regarded in the industry for excellence. In 2018, CCI was acquired by an association management consulting firm and Kimberly was named president of the joint entity, Advancing Organizational Excellence (AOE). Under her leadership, AOE has grown both in the scope of services as well as its impact on the industries it serves. AOE now serves more than 35 clients throughout North America.

Her Role at AOE:

In her role as president of AOE, Kimberly helps clients define strategy and develop marketing, business and other operational plans. An expert in strategic planning, she has helped several industry associations develop their strategy as well as marketing action plans. She serves as the account lead for many of AOE's clients and also works with team members to ensure quality control and ROI processes are continually refined to meet the needs of today's dynamic business world. Kimberly is the author of more than 2,500 articles. She has extensive expertise in developing technical articles, speeches and media campaigns. Her experience also extends to developing and implementing crisis communications plans. In fact, she is certified by the National Transportation Safety Board in crisis communications and she frequently trains executives on the topic. Kimberly is a well-known speaker. She is well versed in online instruction as well as large-scale workshops, having taught courses for audiences with more than 500 attendees. Certified in Diversity, Equity and Inclusion, she is also the co-author of "Leading with Marketing," a handbook for marketing and business development professionals.

Her Skills Include:

- Strategic planning
- Public speaking and marketing training
- Leadership development and training
- Key message development and delivery
- Crisis communications
- Board relations
- Editor relations
- Social media
- Business and operations planning

Education and Designations:

- B.A., Journalism/English, The University of Arizona – 1994
- M.S., Organization and Management with an emphasis in Leadership, Capella University – 2009
- Crisis Communications Training Certificate from the National Transportation Safety Board
- C.P.S.M., professional designation from the Society for Marketing Professional Services (SMPS)—first person in Ohio to earn this designation – 1999
- Six Sigma White Belt
- Author of "Leading with Marketing" and "Yamas and Niyamas: Ancient Wisdom for Modern Work" (both available at all major booksellers)



Experience:

With more than 30 years of expertise in guiding organizations through the complexities of succession planning, Kimberly brings unmatched value to these efforts. Her deep understanding of leadership dynamics and operational strategy allows her to craft tailored approaches that prioritize both organizational stability and long-term success. Kimberly excels in designing frameworks that identify high-potential employees, assess readiness, and align succession strategies with business objectives. Her proven ability to lead diverse teams through periods of transition adds an extra layer of security and insight, ensuring a seamless and forward-thinking succession process.

Kimberly has previously served as Acting Executive Director for:

- Post-Tensioning Institute
- Concrete Foundations Association
- Great Lakes Cement Promotion Council
- Slag Cement Association

She also recently served as Acting Senior Managing Director of Marketing and Communications for the American Concrete Institute, overseeing communications strategy during a critical transition period.

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Background:

Kimberly Kayler, CPSM, has built a demonstrated track record as an interim leader for associations navigating transition, consistently stepping in to direct staff, guide management and stabilize operations during periods of change. She provided hands-on leadership that kept each organization on course, ensuring governance had the opportunity to select the right leader and not be rushed to make a quick decision. In each assignment, her role extended beyond day-to-day management to serving as a strategic advisor to boards, ensuring organizational stability while preparing the next generation of leadership for long-term success. Her leadership ensured seamless operations across governance operations, member services, educational programming, publications, certification programs, committee activities and strategic initiatives, allowing boards to focus on selecting the best long-term executive leader without disruption to organizational performance.

Philosophy:

Kimberly believes that an interim leader brings distinct advantages to the succession planning process by maintaining operational stability, while paving the way for strategic leadership transitions. To this end, Kimberly is deliberate in her integration into an organization, quickly leveraging her extensive experience to identify challenges and outline immediate priorities. This ensures ongoing momentum and prevents disruption, setting the foundation for successors to step into a streamlined environment. Additionally, interim leaders often act as impartial facilitators, bridging gaps between outgoing and incoming leaders while fostering alignment across teams. Throughout Kayler's career, she has worked closely with executive search committees, supporting leadership profile development, candidate evaluation processes, succession discussions and onboarding preparation. Her tenure provides organizations with an opportunity to evaluate internal talent pipelines, test potential successors in critical roles and identify long-term leadership needs with clarity.

Succession planning is a crucial process that protects organizational resilience and long-term sustainability. A robust plan mitigates risks associated with leadership vacancies, ensures institutional knowledge is retained, and prepares the workforce for smooth transitions. Succession efforts also drive employee engagement, as team members gain confidence in the organization's ability to adapt and thrive regardless of leadership changes. Importantly, succession planning equips decision-makers to align leadership development with future business goals, ultimately fostering a proactive culture of growth and innovation.

Whether serving as an interim executive, strategic advisor or succession planning resource, Kimberly's focus remains consistent: providing stability, building confidence and positioning organizations for sustained-organizational success. Her unique combination of association management expertise, governance leadership and transition management experience allows boards to navigate leadership change with clarity and confidence.

Core Strengths:

- Establishing priorities
- Decision-making abilities
- Exceptional interpersonal skills
- Project and time management
- Navigating uncertainty and adaptability
- Strategic communications

Leadership Impact:

- 40,000+ member companies and professionals represented
- Directed staff teams of 5–20
- Partnered with boards of 5–55 directors and officers
- Maintained oversight of operating budgets from $750,000 to $8.5 million
- 5+ executive leadership transitions supported