



TRENTON BATY

MEMBERSHIP & DIRECTOR OF MARKETING •
CONCRETE FOUNDATIONS ASSOCIATION

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His Role at AOE:

As Membership & Marketing Director, Trenton oversees membership growth and retention for AOE's client, the Concrete Foundations Association (CFA). He serves as the primary point of contact for all CFA-related inquiries, including new memberships, renewals, and advertising opportunities. His role encompasses managing and delivering marketing events and products, while also providing strategic guidance on prospecting, onboarding, and retaining member companies. Through his efforts, Trenton ensures that CFA's membership base remains engaged, thriving, and well-supported.

Trenton's experience and responsibilities with CFA help advance AOE's membership capabilities with other industry associations. By working with our association management practice group, he will be instrumental in cross pollinating ideas, sharing best practices, and developing strategies to drive member engagement for all our clients.

Background:

Trenton has a Bachelor's in both Business and Psychology from Hope College, and 4 years of Talent Acquisition experience across a variety of industries.

His Skills Include:

- Prospecting
- Recruitment
- Marketing
- Problem-Solving
- Social Media Engagement

Education:

- Bachelor of Arts in Business, Hope College
- Bachelor of Arts in Psychology, Hope College

Experience:

Trenton is a Client Membership and Marketing Director with a track record in driving membership growth, retention strategies and marketing initiatives within the AEC industry. He works in prospecting, recruitment, social media engagement and event management, leveraging his expertise to deliver insights that elevate organizational success.