



### Experience:

Drew brings more than 15 years of experience working with nonprofit organizations, trade associations, and Architectural, Engineering, and Construction (AEC) industry groups to craft comprehensive marketing and operational strategies that drive growth and achieve organizational success.

# DREW BURNS

DIRECTOR OF CLIENT STRATEGY • AOE

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### Background:

Drew has collaborated with a wide range of organizations, including the Slag Cement Association, Great Lakes Cement Promotion Council, NEU: An ACI Center of Excellence for Carbon Neutral Concrete, and the Society of Advanced Body Imaging, among others.

Throughout his career, Drew has demonstrated a proven ability to partner with diverse organizations and boards of directors to elevate their brands and advance their missions. He specializes in building strategic initiatives, planning impactful events, and delivering results-driven marketing campaigns. His expertise includes developing compelling narratives, creating visually captivating designs, and aligning organizational goals with actionable strategies to ensure long-term success.

### His Role at AOE:

As the Director of Client Strategy at AOE, Drew leads a diverse portfolio of initiatives designed to foster organizational growth and drive impactful results for clients. In this role, he collaborates closely with account managers to deliver innovative, customized marketing strategies that align with clients' unique goals. Drew also works directly with clients such as the ACPA Foundation, providing strategic guidance and supporting their organizational objectives. Additionally, he leads AOE's strategic planning efforts, facilitating impactful planning sessions that empower clients to chart sustainable growth trajectories.

Beyond his client-focused initiatives, Drew is deeply committed to the professional development of the AOE team. He supports marketing and business development programs and curates training opportunities to enhance team expertise. His efforts contribute to a culture of collaboration and continuous improvement, benefiting both AOE's clients and internal teams.

### His Skills Include:

- Branding and Marketing Strategy
- Content Development/Copywriting
- Strategic Planning
- Graphic Design
- Fundraising and Events

### Education and Designations:

- Bachelor of Science, Michigan State University – 2009
- Certified Association Executive, American Society of Association Executive – 2020
- Member: American Society of Association Executives
- Member: Michigan Society of Association Executives

