



Barbara Sido
Executive Director

Barb Sido has worked in non-profits and associations for 25 years and has been an executive director three times previously. In the course of her career, Barb has gained experience and expertise across the full range of association leadership functions, including membership, finance, governance, public affairs and education. Teams she has led have developed award-winning websites and training programs. Some of her previous positions include Deputy Director of Government Relations/Deputy Executive Director/Interim Executive Director at Business and Professional Women/USA; Foundation Director and Chief Knowledge Officer at the School Nutrition Association; and Vice President for Knowledge and Professional Practice at the American Institute of Architects. Early in her career she worked at the Education and Training Administration of the US Department of Labor.

Barb has been a Certified Association Executive since 2000; the credential is conferred on executives who have demonstrated through experience, examination and continuing education that they have mastered best practices in association management. She has been a frequent speaker and author on association management topics, particularly organizational transformation. She holds a bachelor's degree from the University Of Missouri School Of Journalism, a master's degree from the McDonough School of Business at Georgetown University, and is in the dissertation phase of a doctoral degree from the Graduate School of Education and Human Development at the George Washington University.